PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 15-21, 1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING																												
A DIFFERENT WORLD(R)					A	14.3	26	1267	1698	289	261	105	692	309	508	430	286	160	435	232	343	279	164	70	179	100	392	270
THU	8.30P	30	NBC	7	B	16.4	32	1449	1651	300	257	103	726	328	499	414	282	188	435	220	318	254	164	91	197	120	293	194
	193	95	CS	42	C	22.5	38	1989	1760	337	282	100	803	326	521	448	327	236	456	202	308	266	189	118	204	116	297	193
ABC SUNDAY NIGHT MOVIE(R)					A	11.6	20	1028	1570	353	278	82	823	294	483	454	376	277	501	156	318	307	275	154	101	60^	145	95
SUN	9.00P	120	ABC	7	B	10.8	20	959	1612	322	261	72	762	273	475	433	362	236	592	220	387	362	284	164	108	53	149	98
	207	98	FF	25	C	13.1	22	1162	1704	322	261	82	752	271	479	442	363	219	671	255	453	430	335	165	130	56	152	98
LETTING GO																												
	9.00 - 9.30				A	10.9	19	966	1620	349	280	88	813	301	476	438	352	280	525	167	333	321	286	160	110	63^	172	109
	9.30 - 10.00				A	11.7	20	1037	1621	359	284	89	836	313	494	460	368	278	524	172	337	320	278	157	112	65	150	95
	10.00 - 10.30				A	11.5	20	1019	1562	363	283	80	836	291	494	467	396	276	497	150	315	307	278	153	96	57^	134	90
	10.30 - 11.00				A	12.0	22	1063	1521	351	273	73	829	279	480	462	394	283	473	138	298	288	267	148	90	56^	129	91
ALF(R)					A	10.8	21	957	1720	296	253	70	718	291	455	384	288	217	479	219	362	324	205	88	210	102	313	214
MON	8.00P	30	NBC	8	B	13.1	26	1157	1722	301	257	92	695	323	483	388	264	179	492	255	387	324	197	75	179	96	356	229
	197	96	CS	44	C	16.9	28	1498	1867	307	260	98	719	312	498	430	295	180	509	247	393	336	217	90	219	106	420	272
AMEN(R)					A	13.0	27	1152	1626	295	208	83	851	209	404	380	387	400	425	104	206	206	204	179	158	108	192	123
SAT	9.30P	30	NBC	7	B	13.7	29	1215	1594	286	210	76	838	236	424	384	363	366	428	121	220	205	197	175	130	79	198	142
	198	92	CS	41	C	16.5	30	1462	1695	311	230	70	861	241	428	402	378	375	468	146	246	228	209	189	150	93	217	152
AMERICA'S MOST WANTED					A	7.1	13	629	1717	335	300	96^	715	343	531	423	299	143	713	340	542	439	318	128	127	61^	161	96^
SUN	8.00P	30	FOX	8	B	6.9	14	608	1693	332	295	104	690	324	509	409	286	147	673	336	527	437	288	110	140	70	190	116
	129	87	OP	20	C	6.5	13	577	1735	348	305	108	708	328	524	426	303	149	668	325	526	446	297	104	168	83	191	110
BEAUTY & THE BEAST(R)					A	8.6	19	762	1464	293	221	75^	800	218	427	405	394	317	406	121	215	214	199	155	84	44^	173	122
FRI	8.00P	60	CBS	5	B	7.8	17	693	1483	328	246	67	819	238	440	411	377	326	426	111	217	217	209	174	80	46^	159	96
	203	99	A	38	C	11.3	21	1000	1649	340	257	75	877	239	466	449	421	348	516	136	272	265	262	208	83	48	174	103
	8.00 - 8.30				A	8.0	18	709	1458	283	216	75^	805	214	425	408	392	324	402	113	204	209	196	159	75^	40^	175	128
	8.30 - 9.00				A	9.3	20	824	1453	299	224	74^	788	218	424	399	391	307	405	127	222	216	199	150	91	47^	170	115
BILL COSBY SHOW(R)					A	15.3	29	1356	1630	259	227	94	710	270	459	406	290	222	456	206	321	286	196	98	158	83	306	213
THU	8.00P	30	NBC	8	B	16.3	33	1440	1628	292	249	93	744	300	472	400	292	236	453	210	307	254	178	116	174	104	256	168
	213	99	CS	48	C	24.2	41	2147	1761	325	267	89	821	297	489	431	340	284	480	188	298	266	206	148	177	99	283	183
CAMPAIGN'88/CONVENTION-MO(S)					A	6.0	12	532	1457	209	148	27v	759	129	281	301	340	420	581	130	252	274	270	278	47^	21v	70^	38^
MON	9.00P	175	CBS																									
	210	99	P																									
REPUBLICAN-MONDAY																												
	9.00 - 9.30				A	5.9	11	523	1453	190	132	42^	778	127	265	273	311	458	538	117^	230	231	226	271	47^	27v	91^	41^
	9.30 - 10.00				A	5.5	10	487	1471	199	138	28v	777	114^	264	295	352	453	557	108^	225	253	256	284	38^	15v	99^	53^
	10.00 - 10.30				A	5.3	10	470	1459	190	134^	24v	748	113^	268	293	349	421	592	123^	253	277	265	294	47^	18v	73^	33v
	10.30 - 11.00				A	6.1	11	540	1486	202	155	22v	775	149	308	308	332	420	592	130	258	297	283	272	52^	27v	67^	40^
	11.00 - 11.30				A	7.5	15	665	1476	232	160	28^	756	134	297	321	359	399	617	133	266	298	312	288	51^	19v	51^	32^
	CONT'D																											

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 15-21, 1988

PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																								
CAMPAIGN'88/CONVENTION-M-CONT'D 11.30 - 12.00	A	5.3	12	470	1464	258	181	16v	757	142	295	333	354	390	619	187	300	303	279	268	46^	20v	43^	34v
CAMPAIGN'88/CONVENTION-TU(S) TUE 9.00P 171 CBS 209 99 P	A	5.2	10	461	1504	216	131^	35v	767	153	282	288	327	430	613	153	274	289	276	285	34v	23v	91^	54^
REPUBLICAN-TUESDAY																								
9.00 - 9.30	A	4.8	9	425	1511	188	124^	67^	763	176	306	290	282	414	584	128^	251	275	274	277	51^	28v	112^	58^
9.30 - 10.00	A	5.0	9	443	1442	178	102^	42^	732	137^	258	255	291	433	593	134^	246	277	270	289	40^	27v	76^	40^
10.00 - 10.30	A	5.2	10	461	1471	193	104^	27v	747	144	258	247	289	443	633	159	290	311	279	287	28v	19v	63^	27v
10.30 - 11.00	A	5.1	10	452	1553	219	128^	33v	780	161	284	292	332	433	657	172	308	323	289	300	24v	19v	92^	56^
11.00 - 11.30	A	6.0	13	532	1550	257	162	22v	791	141	287	320	397	433	620	161	276	277	282	295	29v	24v	110^	79^
11.30 - 12.00	A	4.8	11	425	1564	284	181	20v	833	174	325	349	390	439	605	176	279	280	269	269	30v	22v	96^	66^
CAMPAIGN'88/CONVENTION-WE(S) WED 9.00P 193 CBS 210 99 P	A	5.3	11	470	1381	229	163	39^	763	167	301	286	314	414	538	139	228	233	222	265	24v	14v	57^	35v
REPUBLICAN-WEDNESDAY																								
9.00 - 9.30	A	5.5	10	487	1420	244	172	41^	810	184	326	295	334	435	536	123^	216	220	243	267	16v	12v	58^	34^
9.30 - 10.00	A	5.8	11	514	1364	232	157	35^	743	175	288	273	293	402	546	116^	236	243	256	269	24v	16v	52^	31v
10.00 - 10.30	A	5.3	10	470	1370	229	160	36^	750	165	289	274	294	419	535	118^	215	225	230	277	29v	23v	55^	34v
10.30 - 11.00	A	5.4	11	478	1376	243	174	41^	769	162	292	285	308	430	537	145	230	232	198	271	21v	12v	49^	30v
11.00 - 11.30	A	5.5	12	487	1360	227	170	46^	758	162	300	292	309	410	531	154	225	235	193	263	23v	9v	47^	27v
11.30 - 12.00	A	4.7	11	416	1391	210	153	38v	748	160	305	295	326	394	537	165	236	235	208	253	27v	12v	78^	53^
12.00 - 12.30	A	4.3	11	381	1435	202	140^	29v	781	153^	318	293	375	406	555	189	260	251	231	244	34v	13v	66^	38v
CAMPAIGN'88/CONVENTION-TH(S) THU 8.00P 207 CBS 211 99 P	A	6.2	12	549	1454	192	116^	40^	754	116	232	240	310	475	605	122	243	279	282	309	27v	5v	68^	41^
REPUBLICAN-THURSDAY																								
8.00 - 8.30	A	5.0	10	443	1383	171	94^	46^	750	109^	199	211	298	510	533	79^	184	202	253	315	38^	14v	61^	28v
8.30 - 9.00	A	5.3	10	470	1443	193	97^	30v	770	96^	184	209	316	530	591	88^	196	243	290	338	25v	4v	56^	23v
9.00 - 9.30	A	6.3	12	558	1445	175	98^	48^	756	105^	224	238	302	489	594	109^	230	277	286	308	29v	5v	65^	37^
9.30 - 10.00	A	6.5	12	576	1473	186	113	47^	780	122	250	256	316	484	605	113	234	282	280	315	22v	2v	66^	27v
10.00 - 10.30	A	6.5	12	576	1458	188	113	42^	744	123	232	237	290	456	625	139	260	296	276	309	22v	<<	68^	48^
10.30 - 11.00	A	7.3	14	647	1474	198	129	40^	724	128	248	247	308	433	654	165	302	324	288	305	23v	2v	74^	54^
11.00 - 11.30	A	6.6	13	585	1464	230	156	27v	755	123	272	271	336	436	600	138	260	302	290	274	29^	9v	80^	60^
CAVANAUGHS MON 8.30P 30 CBS 2	A	6.0	11	532	1505	272	218	57^	815	194	343	342	289	427	510	124	242	226	215	242	68^	43^	113^	66^
178 90 CS 2	B	6.7	13	598	1457	277	219	54^	817	203	369	367	328	403	475	119	218	213	197	231	64^	34^	102	63^
	C	6.7	13	598	1457	277	219	54^	817	203	369	367	328	403	475	119	218	213	197	231	64^	34^	102	63^

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AUG. 15-21, 1988

PROGRAM NAME / DAY TIME DUR NET / #STNS CVG% TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																									
CBS FRIDAY MOVIE(R)		A	11.4	23	1010	1504	300	212	75	837	228	429	421	426	335	408	112	194	210	212	166	85	59^	174	109
FRI 9.00P 120 CBS	8	B	8.7	18	774	1538	282	196	70	778	207	383	385	385	331	526	156	273	279	261	207	82	40	152	93
196 96 FF	11	C	9.1	19	807	1569	277	200	70	774	216	393	390	378	318	523	163	280	278	254	199	99	49	173	112
CHILD'S CRY																									
9.00 - 9.30		A	9.5	19	842	1475	283	190	70^	823	222	402	387	412	346	404	110	192	207	203	165	77	54^	171	101
9.30 - 10.00		A	10.7	21	948	1504	291	197	71	844	217	420	418	441	345	405	102	186	211	217	166	83	56^	172	103
10.00 - 10.30		A	12.2	24	1081	1509	294	211	77	834	232	432	425	420	334	403	111	192	207	210	167	86	63	185	117
10.30 - 11.00		A	13.0	26	1152	1544	329	243	81	856	243	461	450	437	327	425	125	208	218	217	170	93	64	171	114
CBS SUMMER PLAYHOUSE		A	4.9	9	434	1572	304	238	67^	811	239	411	394	338	341	521	175	296	295	208	183	94^	77^	146^	98^
TUE 8.00P 60 CBS	8	B	6.0	12	535	1463	267	200	70	785	214	374	358	343	355	458	145	253	251	211	169	80	47^	141	82
178 88 FV	9	C	6.2	12	550	1469	266	198	67	780	209	366	353	345	358	466	146	256	253	216	172	79	47^	144	82
ROUGHHOUSE/OFF DUTY																									
8.00 - 8.30		A	5.2	10	461	1528	295	231	70^	803	233	394	387	324	349	502	167	289	284	199	173	83^	71^	139	92^
8.30 - 9.00		A	4.7	9	416	1588	307	240	63^	803	241	422	393	348	324	530	180	298	302	214	190	104^	81^	151^	102^
CBS SUNDAY MOVIE(R)		A	14.8	26	1311	1529	262	171	36^	786	132	321	344	417	409	627	127	261	298	314	308	39^	22^	77	37^
SUN 9.00P 120 CBS	8	B	12.9	24	1146	1546	294	193	51	824	171	357	375	420	392	582	126	260	279	299	270	58	32	82	51

PROGRAM NAME / DAY TIME DUR NET / #STNS CVG% TYPE	NO. OF T/C	KEY	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
207 99 FF	45	C	16.2	26	1431	1631	329	232	59	857	211	422	426	432	363	611	152	304	313	318	254	77	37	86	53
OUTRAGE																									
9.00 - 9.30		A	13.8	24	1223	1500	261	163	35^	791	124	299	323	418	434	595	113	233	274	300	304	36^	19^	78	40^
9.30 - 10.00		A	14.3	24	1267	1519	259	168	33^	783	129	316	337	414	414	612	118	251	289	309	306	40^	21^	84	39^
10.00 - 10.30		A	15.4	27	1364	1528	262	173	39^	782	136	330	354	416	398	628	129	262	299	312	311	41^	25^	77	37^
10.30 - 11.00		A	15.8	29	1400	1554	263	176	36^	784	137	333	357	419	392	662	144	291	327	332	310	40^	24^	68	31^
DAKOTA'S WAY(S)		A	6.2	13	549	1605	268	221	49^	766	214	393	378	353	321	616	190	344	323	297	222	98^	47^	125	91^
SAT 9.00P 60 ABC																									
191 94 PD																									
9.00 - 9.30		A	5.9	12	523	1603	280	239	55^	765	222	405	392	355	306	610	193	342	326	297	212	106^	47^	122	93^
9.30 - 10.00		A	6.5	13	576	1608	258	205	43^	768	208	382	365	351	334	621	187	345	320	297	231	92^	46^	127	89^
DECISION '88-REP CONV-MON(S)		A	7.1	13	629	1493	220	160	51^	727	134	275	305	321	387	632	198	314	315	240	275	57^	24v	75^	52^
MON 9.00P 160 NBC																									
205 99 P																									
9.00 - 9.30		A	6.7	13	594	1554	259	187	62^	791	161	321	364	348	392	551	194	285	291	201	214	88^	39^	124	84^
9.30 - 10.00		A	5.9	11	523	1507	212	155	45^	751	121^	264	313	321	410	609	182	283	290	218	280	67^	27v	81^	60^
10.00 - 10.30		A	6.5	12	576	1450	215	158	51^	707	128	269	312	307	363	621	191	307	307	234	273	53^	24v	68^	46^
10.30 - 11.00		A	7.6	14	673	1452	201	138	49^	685	118	241	265	305	386	657	204	324	320	252	296	43^	19v	66^	49^
11.00 - 11.30		A	8.7	17	771	1483	212	158	51^	699	137	272	285	315	376	685	210	345	344	272	296	44^	15v	55^	34^
11.30 - 12.00		A	8.0	17	709	1447	214	165	42^	720	134	276	278	328	400	628	194	313	308	250	269	49^	22v	50^	36^
DECISION '88-REP CONV-TUE(S) CONT'D		A	5.9	12	523	1478	219	153	67^	762	157	303	297	316	415	578	161	261	263	237	276	65^	23v	73^	49^

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PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 15-21, 1988

PROGRAM NAME / DAY / TIME / DUR / NET / #STNS / CVG% / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																									
DECISION '88-REP CONV-TU-CONT'D																									
TUE 9.00P 167 NBC																									
204 99 P																									
9.00 - 9.30		A	7.1	14	629	1429	214	155	61^	764	128	280	288	312	444	542	126	220	238	231	276	46^	18v	76^	54^
9.30 - 10.00		A	6.3	12	558	1466	213	150	83^	767	150	289	299	311	436	562	156	255	257	221	275	36^	7v	100^	62^
10.00 - 10.30		A	5.2	10	461	1512	224	162	76^	769	178	309	284	306	427	561	159	243	247	226	280	94^	30v	88^	62^
10.30 - 11.00		A	5.1	10	452	1505	221	159	68^	746	163	308	298	319	387	590	162	278	277	267	277	105^	43^	64^	48^
11.00 - 11.30		A	6.4	13	567	1450	225	139	54^	750	154	309	299	331	382	590	169	272	268	242	274	66^	25v	44^	23v
11.30 - 12.00		A	5.3	12	470	1449	204	147	59^	721	183	325	303	289	357	628	227	331	308	223	250	47^	10v	53^	37^
DECISION '88-REP CONV-WED(S)		A	5.3	11	470	1410	217	136	54^	755	134^	274	288	313	429	554	127^	252	252	245	269	57^	16v	45^	30v
WED 9.00P 201 NBC																									
204 99 P																									
9.00 - 9.30		A	5.4	10	478	1421	222	146	68^	741	139	274	269	297	431	544	139	259	253	244	253	64^	28v	71^	38^
9.30 - 10.00		A	5.4	10	478	1459	218	137	55^	779	136	270	277	314	459	563	115^	227	248	257	292	62^	23v	55^	41^
10.00 - 10.30		A	4.8	9	425	1387	215	129^	61^	740	122^	251	270	310	437	546	102^	222	244	244	291	72^	18v	28v	19v
10.30 - 11.00		A	5.0	10	443	1429	240	148	55^	772	141^	282	306	325	427	553	109^	262	264	264	265	60^	11v	44^	29v
11.00 - 11.30		A	5.9	13	523	1460	214	123	50^	785	141	289	316	341	433	584	120^	255	266	271	293	51^	12v	39^	29v
11.30 - 12.00		A	5.4	13	478	1389	216	136	47^	767	142	295	308	310	416	550	159	278	251	219	247	44^	5v	29v	22v
12.00 - 12.30		A	4.8	13	425	1372	201	145^	45^	722	115^	262	268	305	415	559	163	286	244	219	251	43^	11v	47^	36v
DECISION '88-REP CONV-THU(S)		A	7.0	13	620	1550	242	178	86^	772	185	349	330	321	378	599	199	338	319	263	218	59^	27^	120	67^
THU 9.00P 149 NBC																									
205 99 P																									
9.00 - 9.30		A	7.7	14	682	1495	249	197	95	722	205	367	353	284	315	536	194	315	304	243	170	59^	25^	178	106
9.30 - 10.00		A	7.0	13	620	1526	234	167	84^	765	183	335	317	306	382	573	200	326	317	247	199	56^	23v	133	72^
10.00 - 10.30		A	6.5	12	576	1578	249	180	97^	815	179	356	328	347	416	592	191	343	316	264	213	54^	21v	118	58^
10.30 - 11.00		A	7.1	13	629	1565	244	179	85^	774	184	331	311	318	396	649	208	359	334	283	247	54^	25v	88^	46^
11.00 - 11.30		A	6.9	14	611	1546	224	161	67^	767	163	342	329	349	379	635	197	339	316	272	261	69^	39^	74^	44^
DISNEY SUNDAY MOVIE(R)		A	6.3	13	558	1665	274	227	74^	728	239	406	378	319	268	605	190	364	362	313	187	74^	37^	258	161
SUN 7.00P 60 ABC	8	B	5.6	12	493	1672	228	177	75	638	219	358	339	285	235	589	209	372	352	284	178	111	46^	334	207
212 99 FF	42	C	9.1	16	805	1953	268	223	99	701	275	470	424	321	193	587	238	424	397	290	124	190	94	475	302
DOWN THE LONG HILLS, PT.1																									
7.00 - 7.30		A	5.8	13	514	1694	272	219	71^	757	246	414	388	327	286	606	188	374	382	318	171	68^	34^	263	165
7.30 - 8.00		A	6.7	14	594	1664	280	238	78^	714	236	405	374	317	258	613	196	361	349	313	204	80^	40^	257	160
DUET(R)		A	3.0	5	266	1523	342	330	121^	615	324	493	414	230^	107^	577	371	476	322	179^	71^	141^	78^	190^	135^
SUN 10.00P 30 FOX	7	B	3.3	6	289	1591	320	289	108^	660	341	510	401	256	123	568	320	466	343	201	77^	160	97^	203	135
120 82 CS	7	C	3.3	6	289	1591	320	289	108^	660	341	510	401	256	123	568	320	466	343	201	77^	160	97^	203	135
'88 VOTE:REP CONV 9:00-MO(S) CONT'D		A	6.8	13	602	1538	231	150	41^	787	144	283	298	355	449	658	133	296	320	345	301	41^	12v	51^	34^

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 15-21, 1988

PROGRAM NAME / DAY TIME DUR NET NO. OF #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																								
'88 VOTE:REP CONV 9:00-M-CONT'D																								
MON 9.00P 166 ABC																								
209 99 P																								
9.00 - 9.30	A	6.2	12	549	1546	245	161	49^	788	161	302	311	341	431	622	125	287	301	319	289	40^	10v	97^	64^
9.30 - 10.00	A	5.9	11	523	1539	244	157	50^	815	165	291	292	334	475	660	144	316	341	329	284	18v	5v	46^	31v
10.00 - 10.30	A	6.6	12	585	1568	233	142	36^	799	150	289	290	361	459	694	138	310	334	369	314	28v	8v	47^	32^
10.30 - 11.00	A	6.8	13	602	1555	226	144	38^	782	128	271	290	371	454	676	119	295	318	375	319	43^	13v	53^	33^
11.00 - 11.30	A	7.8	15	691	1517	215	149	40^	782	125	271	301	364	452	649	129	274	311	341	307	59^	18v	27^	15v
11.30 - 12.00	A	7.9	17	700	1532	232	154	31^	765	140	289	311	363	422	660	159	309	326	334	287	64^	16v	43^	31^
'88 VOTE:REP CONV 9:00-TU(S)	A	6.4	13	567	1474	223	151	55^	773	182	325	313	326	394	587	123	247	284	266	277	42^	23v	72^	47^
TUE 9.00P 167 ABC																								
209 99 P																								
9.00 - 9.30	A	6.8	13	602	1489	231	161	62^	783	225	344	314	281	386	532	121	247	259	229	243	69^	43^	106	70^
9.30 - 10.00	A	5.9	11	523	1494	229	164	46^	791	173	297	296	313	436	606	141	247	280	240	300	35^	17v	61^	53^
10.00 - 10.30	A	6.2	12	549	1479	234	158	44^	768	160	306	323	334	398	628	142	254	295	286	300	25v	10v	58^	43^
10.30 - 11.00	A	6.1	12	540	1446	225	136	53^	773	151	301	308	349	409	585	114^	225	270	265	289	31^	20v	57^	34^

PROGRAM NAME / DAY TIME DUR NET NO. OF #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
11.00 - 11.30	A	6.9	14	611	1478	204	133	64^	770	188	345	319	349	378	592	108	251	304	296	271	42^	22v	75^	42^
11.30 - 12.00	A	6.2	15	549	1527	228	165	63^	786	206	392	335	361	359	615	121	282	326	310	268	56^	25v	70^	36^
'88 VOTE:REP CONV 9:00-WE(S)	A	6.1	12	540	1497	217	152	52^	753	168	309	308	332	387	606	147	293	321	295	247	61^	28v	77^	45^
WED 9.00P 194 ABC																								
210 99 P																								
9.00 - 9.30	A	7.6	14	673	1521	216	165	67^	727	204	338	294	271	360	576	166	306	305	254	218	100	48^	117	62^
9.30 - 10.00	A	6.0	11	532	1483	213	150	69^	763	182	310	287	287	410	603	159	305	329	273	242	52^	24v	65^	38^
10.00 - 10.30	A	6.0	11	532	1470	206	141	45^	735	163	296	293	306	387	648	148	305	351	319	262	36^	13v	52^	23v
10.30 - 11.00	A	6.0	12	532	1460	214	145	39^	738	167	298	300	316	378	600	125	258	307	288	259	47^	22v	75^	41^
11.00 - 11.30	A	6.4	14	567	1517	231	151	41^	790	154	312	333	407	401	599	127	266	292	306	270	51^	27v	76^	51^
11.30 - 12.00	A	5.2	12	461	1492	208	144	45^	749	131^	285	327	397	387	611	154	308	330	325	243	62^	26v	70^	48^
12.00 - 12.30	A	5.3	14	470	1436	222	160	52^	730	135^	293	330	373	364	570	131^	296	339	315	210	78^	32v	58^	45^
'88 VOTE:REP CONV 9:00-TH(S)	A	7.8	15	691	1524	226	161	62^	780	151	304	307	358	429	647	143	294	328	312	292	34^	13v	63^	28^
THU 9.00P 151 ABC																								
210 99 P																								
9.00 - 9.30	A	6.5	12	576	1531	207	137	73^	767	145	281	288	317	443	618	137	271	300	272	292	32^	14v	115	53^
9.30 - 10.00	A	7.1	13	629	1487	203	139	71^	747	145	273	276	324	433	645	134	289	321	308	297	28^	12v	66^	35^
10.00 - 10.30	A	8.2	15	727	1514	237	165	62^	770	151	302	308	371	418	657	142	303	343	324	291	32^	8v	55^	28^
10.30 - 11.00	A	8.2	15	727	1543	241	180	59^	805	155	333	333	389	427	657	156	308	345	320	284	33^	12v	49^	16v
11.00 - 11.30	A	8.9	18	789	1560	237	178	51^	811	160	326	326	379	434	661	145	297	328	332	300	43^	18v	45^	16v
11.30 - 12.00	A	7.0	16	620	1582	211	163	55^	840	173	341	340	373	445	637	152	286	299	325	290	38^	12v	67^	17v

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FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 15–21, 1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																												
FACTS OF LIFE(R)					A	9.8	22	868	1621	287	220	83	791	269	437	373	310	319	408	138	221	210	173	152	210	153	212	152
SAT	8.00P	30	NBC	8	B	9.5	22	839	1542	272	212	77	784	255	423	356	302	324	392	135	224	198	168	142	157	105	210	148
	194	94	CS	44	C	12.8	25	1133	1673	295	232	76	818	262	433	374	315	342	433	152	249	224	186	154	171	111	251	169
FAMILY TIES(R)					A	9.6	17	851	1650	310	280	125	685	370	536	415	236	110	498	255	382	338	208	77	187	126	281	195
SUN	8.00P	60	NBC	8	B	8.7	18	773	1630	313	271	88	701	321	498	392	273	165	490	248	367	304	198	92	180	112	258	177
	209	99	CS	48	C	15.1	25	1333	1834	359	310	97	775	355	545	454	309	187	560	273	416	354	233	106	208	119	291	196
	8.00 - 8.30				A	9.0	17	797	1651	312	282	127	680	370	531	408	229	113	491	259	377	331	197	80	184	130	295	200
	8.30 - 9.00				A	10.3	18	913	1634	306	275	122	682	366	535	418	241	107	500	249	382	341	216	74	188	121	265	189
FRANK'S PLACE(R)					A	4.9	11	434	1501	246	178	76^	704	194	333	332	295	326	577	181	289	283	263	244	103^	45^	117^	65^
SAT	8.00P	60	CBS	6	B	5.1	11	451	1469	268	202	69^	746	215	374	353	317	328	550	160	288	294	261	221	68^	31^	106	66^
	195	93	CS	6	C	5.1	11	451	1469	268	202	69^	746	215	374	353	317	328	550	160	288	294	261	221	68^	31^	106	66^
	8.00 - 8.30				A	4.8	11	425	1493	254	177	66^	711	170	305	320	312	353	576	172	276	259	268	258	93^	39^	112^	60^
	8.30 - 9.00				A	5.0	11	443	1508	238	178	86^	696	217	360	343	278	300	577	189	301	307	258	231	113^	50^	122^	69^
FULL HOUSE(R)					A	10.4	22	921	1663	282	226	82	743	283	448	388	315	247	433	196	291	250	154	109	136	63^	351	250
FRI	8.30P	30	ABC	8	B	9.5	21	844	1610	265	207	84	734	255	417	357	295	275	410	162	258	223	167	121	161	96	305	210
	190	93	CS	25	C	10.4	20	919	1650	272	214	92	756	265	429	386	302	283	410	164	258	235	173	122	163	102	321	212
FULL HOUSE-TUE.(R)					A	10.8	20	957	1631	316	274	101	719	336	504	421	266	182	397	198	289	243	154	82	169	106	346	220
TUE	8.30P	30	ABC	5	B	12.6	24	1115	1635	337	289	107	745	359	521	414	271	185	384	189	280	231	149	83	190	122	316	211
	203	92	CS	5	C	12.6	24	1115	1635	337	289	107	745	359	521	414	271	185	384	189	280	231	149	83	190	122	316	211
GARRY SHANDLING SHOW(R)					A	5.0	9	443	1600	298	281	127^	630	313	484	379	245	132^	565	306	464	348	220	77^	172	72^	233	173
SUN	9.00P	30	FOX	8	B	4.6	9	405	1684	302	273	105	656	334	483	362	237	149	607	361	514	364	209	78	172	83	249	177
	125	87	CS	25	C	4.4	7	390	1674	286	256	95	635	331	474	364	225	138	599	346	498	365	217	78	192	95	247	175
GOLDEN GIRLS(R)					A	15.1	31	1338	1624	301	207	78	846	211	387	368	361	410	439	126	209	201	192	194	139	99	201	128
SAT	9.00P	30	NBC	8	B	15.8	33	1398	1582	289	212	70	844	229	405	368	354	392	420	120	208	198	185	181	120	75	198	141
	202	94	CS	48	C	20.0	36	1773	1685	308	225	69	878	237	414	389	371	408	463	137	235	223	205	196	134	84	210	146
GROWING PAINS(R)					A	9.5	19	842	1550	270	230	96	689	277	452	388	285	204	405	179	288	248	155	109	181	107	274	177
WED	8.00P	30	ABC	8	B	12.1	24	1073	1598	297	252	97	714	339	489	392	260	186	421	218	303	250	154	88	177	110	286	193
	191	85	CS	24	C	14.4	27	1275	1649	302	256	100	715	333	493	403	268	185	435	219	316	266	167	90	209	121	290	191
HEAD OF THE CLASS(R)					A	9.9	19	877	1557	257	218	84	679	279	439	357	263	215	414	188	298	236	153	107	164	89	300	186
WED	8.30P	30	ABC	7	B	11.9	23	1058	1603	315	268	98	696	338	490	394	256	169	429	227	323	267	157	82	181	111	297	200
	187	89	CS	42	C	15.3	25	1352	1691	319	271	105	722	339	500	423	274	180	464	232	346	297	185	90	213	118	293	193
HOGAN FAMILY(R)					A	10.2	20	904	1641	284	243	90	698	292	465	391	297	186	420	198	310	267	169	85	191	106	331	226
MON	8.30P	30	NBC	6	B	12.0	23	1066	1685	301	260	96	704	331	499	393	273	173	438	225	342	281	172	71	192	113	351	228
	186	90	CS	9	C	12.5	24	1106	1685	301	260	98	703	329	499	393	271	171	435	228	338	274	165	73	195	112	351	233
HUNTER(R)					A	12.8	28	1134	1603	292	201	84	811	189	376	370	410	375	501	124	231	230	252	229	143	94	148	99
SAT	10.00P	60	NBC	8	B	14.5	31	1284	1608	283	208	75	786	208	394	376	377	339	543	147	275	272	268	223	122	65	156	107
	201	92	OP	24	C	14.5	29	1281	1643	291	217	70	798	219	417	393	384	328	542	152	283	275	274	218	138	78	166	114
	CONT'D																											

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FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

PROGRAM AUDIENCE ESTIMATES (Alpha)

PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																								
HUNTER(R)-CONT'D																								
10.00 - 10.30	A	12.4	26	1099	1629	298	206	92	822	193	384	376	410	379	499	125	234	238	253	221	143	96	165	105
10.30 - 11.00	A	13.2	29	1170	1579	286	195	77	800	185	368	364	410	371	504	124	228	222	252	237	143	93	133	94
I MARRIED DORA(R)	A	9.2	18	815	1640	241	196	74^	734	239	418	398	316	266	449	171	287	283	190	119	140	80	316	238
FRI 9.30P 30 ABC 8	B	9.4	19	834	1573	271	212	89	757	259	412	359	296	303	414	154	252	228	176	135	138	90	264	183
176 90 CS 13	C	9.1	18	809	1570	269	207	91	757	253	409	361	299	306	422	160	255	231	177	138	133	89	258	174
JAKE AND THE FATMAN(R)	A	7.8	15	691	1527	285	199	35^	875	182	370	367	399	442	506	126	222	217	233	242	54^	32^	94	63^
WED 8.00P 60 CBS 8	B	9.4	19	836	1515	266	185	56	844	153	344	355	398	440	519	109	214	216	244	262	53	21^	99	60
161 83 OP 11	C	9.6	19	850	1514	267	189	55	837	154	348	359	400	428	520	108	215	222	250	262	58	25^	99	62
8.00 - 8.30	A	7.5	15	665	1494	274	191	26^	861	165	352	363	401	442	501	115	208	212	238	250	50^	30^	82^	54^
8.30 - 9.00	A	8.0	15	709	1578	299	209	44^	898	200	391	375	403	447	516	138	238	225	232	237	58^	34^	106	72^
LONER(S)	A	7.0	13	620	1579	246	183	50^	734	164	356	355	381	325	611	178	324	334	289	237	74^	30^	160	74^
THU 8.00P 60 ABC																								
195 93 GD																								
8.00 - 8.30	A	6.9	13	611	1582	247	184	48^	737	164	348	350	377	336	616	179	319	321	281	246	64^	25v	165	83^
8.30 - 9.00	A	7.1	13	629	1577	244	181	51^	732	163	363	359	386	315	605	178	328	347	297	227	84^	35^	156	66^
LOVERS, PARTNERS & SPIES(S)	A	6.0	12	532	1505	255	184	63^	747	168	365	382	402	319	502	119^	242	274	269	207	91^	43^	165	104^
WED 8.00P 60 NBC																								
188 94 A																								
8.00 - 8.30	A	5.9	12	523	1529	254	184	56^	773	176	364	373	396	347	486	109^	226	259	254	211	90^	44^	181	116^
8.30 - 9.00	A	6.0	12	532	1506	261	186	70^	734	163	372	397	415	296	525	130	263	294	288	207	93^	41^	153	94^
MACGYVER(R)	A	7.2	13	638	1643	286	240	57^	684	242	412	365	296	228	616	214	390	363	315	178	136	70^	207	121
SUN 8.00P 60 ABC 8	B	6.7	13	596	1744	252	212	60	660	234	415	367	299	211	644	222	420	397	330	180	139	61	301	201
213 99 A 12	C	7.0	14	622	1748	259	216	65	672	235	423	372	310	214	654	233	435	407	335	173	140	58	282	184
8.00 - 8.30	A	6.7	13	594	1632	286	242	50^	682	239	411	350	287	232	612	206	377	356	309	188	131	67^	208	120
8.30 - 9.00	A	7.7	13	682	1652	286	238	63^	685	244	414	378	304	224	620	221	401	369	321	170	140	72^	207	121
MARRIED...WITH CHILDREN(R)	A	6.7	12	594	1735	303	275	126	685	358	511	399	247	145	684	358	539	412	288	119	147	66^	219	130
SUN 8.30P 30 FOX 8	B	6.3	12	558	1766	341	307	112	689	373	535	409	248	126	687	394	573	437	262	83	159	78	231	141
125 87 CS 44	C	5.1	8	456	1851	331	295	108	688	370	534	418	253	123	686	396	576	450	259	78	207	95	270	174
MATLOCK(R)	A	10.8	21	957	1639	244	180	53^	871	152	367	360	398	454	580	123	256	267	268	269	77	32^	110	79
TUE 8.00P 60 NBC 6	B	11.3	22	1000	1570	252	175	57	860	161	341	350	395	454	526	109	218	215	239	271	70	34	114	67
192 94 GD 42	C	15.8	26	1396	1615	257	170	49	883	134	322	352	435	491	576	98	221	230	284	312	67	33	90	53
8.00 - 8.30	A	10.2	20	904	1646	247	187	53^	874	150	368	361	399	457	577	120	251	267	268	272	79	32^	116	87
8.30 - 9.00	A	11.4	21	1010	1632	241	174	52^	869	154	367	359	397	450	583	126	261	266	268	267	76	32^	104	71
MR. BELVEDERE(R)	A	10.2	21	904	1671	254	203	67^	722	248	420	374	312	255	485	201	327	296	203	112	161	87	303	212
FRI 9.00P 30 ABC 8	B	9.9	21	876	1610	262	206	91	740	263	412	348	289	289	418	158	258	228	180	131	158	93	294	204
177 90 CS 23	C	10.4	20	920	1655	268	210	93	743	253	419	369	307	287	421	161	259	237	186	132	169	103	322	218

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 15–21, 1988

PROGRAM NAME / DAY TIME DUR NET / #STNS CVG% TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																									
MURDER, SHE WROTE(R)		A	15.6	28	1382	1519	272	156	30^	875	94	267	298	437	547	544	75	166	188	249	338	33^	20^	67	50
SUN 8.00P 60 CBS	8	B	14.5	29	1288	1521	285	172	33	868	118	289	321	429	506	551	86	186	208	260	319	44	24	58	37
209 99 SM	48	C	18.4	30	1627	1590	306	192	38	889	130	322	356	447	495	585	93	216	240	296	320	49	25	66	41
8.00 - 8.30		A	15.1	29	1338	1518	261	149	32^	866	94	263	294	429	543	548	73	162	185	248	344	36^	21^	68	50
8.30 - 9.00		A	16.1	28	1426	1519	282	163	29^	882	94	271	301	445	551	540	76	169	191	251	333	31^	20^	66	50
NBC SUNDAY NIGHT MOVIE(R)		A	9.6	17	851	1594	266	226	84	707	258	450	410	315	208	651	265	434	386	308	164	129	72^	107	75
SUN 9.00P 120 NBC	8	B	12.6	23	1114	1685	297	236	76	722	253	454	417	348	218	660	248	450	418	330	167	137	62	166	117
192 94 FF	43	C	15.7	26	1393	1716	326	263	84	781	288	495	445	360	235	632	254	429	390	296	160	156	80	147	97
DRESS GRAY, PT. 1																									
9.00 - 9.30		A	9.2	16	815	1605	275	244	96	709	283	486	421	308	181	623	268	427	368	286	144	131	73^	142	98
9.30 - 10.00		A	9.7	16	859	1580	273	234	91	701	258	459	412	312	195	642	262	428	380	299	161	122	68^	115	81
10.00 - 10.30		A	9.7	17	859	1602	267	224	87	714	257	444	414	316	220	666	278	446	398	309	165	132	74	90	64^
10.30 - 11.00		A	9.7	18	859	1606	252	203	66^	712	237	417	398	327	238	679	254	437	400	341	186	132	74^	84	61^
NEWHART(R)		A	7.1	14	629	1475	320	258	85^	836	256	423	366	303	385	491	146	265	233	205	209	56^	31^	93^	53^
MON 8.00P 30 CBS	2	B	7.9	15	700	1445	297	235	71	797	245	405	373	319	357	492	144	258	236	209	211	60^	30^	95	59^
184 93 CS	2	C	7.9	15	700	1445	297	235	71	797	245	405	373	319	357	492	144	258	236	209	211	60^	30^	95	59^
NFL PRE-SEAS FTBL-NBC-FRI(S)		A	7.7	17	682	1506	192	154	55^	496	157	274	269	232	177	809	290	509	491	370	247	79^	12v	121	68^
FRI 9.00P 203 NBC																									
208 98 SE																									
DENVER VS MIAMI																									
9.00 - 9.30		A	6.3	13	558	1557	192	138	71^	541	165	277	287	249	203	762	229	446	438	342	273	89^	25v	165	77^
9.30 - 10.00		A	7.6	15	673	1540	187	144	55^	504	167	263	263	211	189	839	306	511	484	350	275	81^	17v	116	48^
10.00 - 10.30		A	7.7	15	682	1543	173	142	62^	501	165	264	267	217	188	828	321	523	502	355	252	87^	10v	127	72^
10.30 - 11.00		A	8.1	16	718	1496	186	166	63^	477	154	274	267	220	168	826	322	525	513	358	240	77^	6v	115	66^
11.00 - 11.30		A	8.0	17	709	1444	184	158	51^	476	152	277	257	228	165	799	294	518	507	380	222	68^	7v	101	63^
11.30 - 12.00		A	8.4	20	744	1485	209	165	45^	496	155	292	272	255	164	793	273	514	492	397	225	77^	13v	120	75^
12.00 - 12.30		A	8.0	21	709	1452	210	159	32^	473	133	261	265	243	169	794	263	499	477	402	245	76^	11v	109	71^
NFL PRE-SEASON FTBL.(S)		A	6.3	16	558	1507	199	167	60^	481	153	270	263	212	175	817	325	527	502	350	240	91^	20v	118	97^
SAT 10.00P 191 CBS																									
203 90 SE																									
WASHINGTON VS LA RAIDERS																									
10.00 - 10.30		A	7.0	15	620	1561	194	160	64^	504	146	270	271	210	197	848	321	518	516	357	275	85^	22v	123	81^
10.30 - 11.00		A	7.1	15	629	1525	194	170	57^	471	134	260	252	205	182	836	299	519	519	364	271	82^	18v	135	100^
11.00 - 11.30		A	6.7	15	594	1553	214	182	70^	495	175	290	273	221	163	845	324	552	536	384	233	75^	18v	138	121
11.30 - 12.00		A	6.4	16	567	1531	193	158	59^	505	169	282	284	219	181	820	329	535	509	348	239	89^	21v	118	105^
12.00 - 12.30		A	5.8	17	514	1475	189	153	48^	467	141	258	254	209	177	797	328	531	487	348	223	115^	19v	96^	86^
12.30 - 1.00		A	5.1	17	452	1477	216	182	64^	466	158	269	255	215	160	799	370	545	470	318	211	111^	24v	100^	93^
CONT'D																									

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FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG.15-21,1988

PROGRAM NAME / DAY TIME DUR NET NO. / #STNS CVG% TYPE OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																								
NFL PRE-SEASON FTBL.(S)-CONT'D																								
1.00 - 1.30	A	4.7	17	416	1392	231	189	60^	467	170	269	251	226	158	742	357	495	443	303	189	96^	28v	88^	82^
PERFECT STRANGERS(R)	A	10.1	23	895	1642	276	221	85	753	268	444	376	328	264	474	206	304	270	172	133	121	52^	294	207
FRI 8.00P 30 ABC 8	B	8.9	20	787	1574	269	204	75	760	238	402	352	320	310	440	161	257	233	189	144	140	80	235	162
199 98 CS 25	C	9.9	21	879	1610	272	209	85	774	250	412	379	318	312	441	164	261	242	198	144	135	80	260	168
PRESIDENTIAL PORTRAIT	A	4.3	8	381	1554	238	197	44^	768	228	394	349	312	318	553	150^	287	298	223	223	112^	78^	121^	81^
TUE 8.58P 1 CBS 18	B	9.6	17	851	1552	288	214	74	795	235	413	395	363	324	499	164	276	271	226	181	98	55	160	105
173 87 DO 112	C	12.3	20	1090	1573	309	232	72	819	237	430	414	383	330	540	174	304	292	259	197	94	46	120	74
RAGS TO RICHES(R)	A	5.3	11	470	1544	233	205	103^	669	288	473	404	258	160	415	195	311	254	182	80^	206	155	254	174
SUN 7.00P 60 NBC 7	B	5.8	13	510	1643	263	207	70	690	232	426	366	312	226	448	175	301	273	216	112	207	139	299	222
202 98 CS 7	C	5.8	13	510	1643	263	207	70	690	232	426	366	312	226	448	175	301	273	216	112	207	139	299	222
7.00 - 7.30	A	4.8	11	425	1502	221	193	102^	671	288	472	407	263	162	423	192	312	254	190	84^	182	139^	226	159
7.30 - 8.00	A	5.8	12	514	1578	242	215	103^	667	288	475	401	254	158	408	196	310	254	176	76^	226	169	278	187
REMO WILLIAMS(S)	A	6.5	13	576	1597	301	223	68^	730	176	392	443	403	252	585	146	327	316	323	221	109^	43^	174	101^
MON 8.00P 60 ABC																								
200 94 A																								
8.00 - 8.30	A	6.0	12	532	1609	312	231	78^	761	184	402	453	415	270	580	142	309	296	317	229	93^	35^	175	95^
8.30 - 9.00	A	7.0	13	620	1587	292	215	60^	703	169	384	435	392	237	589	149	343	332	329	214	123	50^	172	106
REPORTERS	A	3.4	7	301	1622	344	278	88^	786	256	445	385	390	270	675	260	459	430	347	155^	49v	14v	111^	61^
SAT 8.00P 60 FOX 4	B	3.2	7	284	1549	281	216	77^	696	218	385	352	357	245	643	263	441	395	305	148	82^	30^	129	77^
123 83 DN 4	C	3.2	7	284	1549	281	216	77^	696	218	385	352	357	245	643	263	441	395	305	148	82^	30^	129	77^
8.00 - 8.30	A	3.6	8	319	1561	324	262	100^	743	256	430	366	358	252	666	263	449	423	335	157^	41v	9v	111^	58^
8.30 - 9.00	A	3.3	7	292	1639	356	287	71^	810	248	447	394	413	282	665	249	455	425	349	149^	56^	18v	108^	63^
SAT. NIGHT AT LATE SHOW(S)	A	2.1	4	186	1803	313^	251^	97^	818	316^	527	469	433	166^	712	265^	530	537	434	107^	113^	58v	160^	102^
SAT 9.00P 60 FOX																								
120 81 GV																								
9.00 - 9.30	A	2.2	4	195	1770	326	260^	83v	813	311^	525	474	435	155^	703	278^	526	528	408	100^	97^	49v	158^	93^
9.30 - 10.00	A	2.1	4	186	1752	284^	228^	107^	786	306^	504	441	411	170^	687	239^	508	520	439	109^	124^	64v	155^	107^
60 MINUTES	A	15.6	33	1382	1488	238	149	31^	786	112	260	289	355	475	634	93	231	266	307	346	23^	8v	45^	30^
SUN 7.00P 60 CBS 8	B	15.0	33	1332	1492	249	166	39	768	134	274	297	339	435	649	131	270	294	304	322	28	12^	47	26
212 99 DN 49	C	18.9	34	1670	1546	275	185	40	771	145	295	314	351	416	688	158	312	328	329	321	37	15^	49	27
7.00 - 7.30	A	14.9	33	1320	1480	231	144	32^	767	104	248	281	347	472	643	90	234	272	314	351	25^	8v	46^	30^
7.30 - 8.00	A	16.4	34	1453	1486	243	152	30^	798	120	269	294	361	476	622	94	227	258	299	340	21^	7v	45	30^
SPENSER: FOR HIRE(R)	A	6.8	15	602	1559	260	217	64^	760	245	422	400	321	291	567	186	335	295	270	208	101^	53^	131	87^
SAT 10.00P 60 ABC 1	B	6.8	15	602	1559	260	217	64^	760	245	422	400	321	291	567	186	335	295	270	208	101^	53^	131	87^
202 96 PD 1	C	6.8	15	602	1559	260	217	64^	760	245	422	400	321	291	567	186	335	295	270	208	101^	53^	131	87^
10.00 - 10.30	A	6.6	14	585	1569	260	215	62^	762	243	416	380	319	305	565	185	327	285	262	217	98^	54^	143	88^
CONT'D																								

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FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

PROGRAM NAME / DAY TIME DUR NET NO. OF T/C / #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																								
SPENSER: FOR HIRE(R)-CONT'D																								
10.30 - 11.00	A	7.0	15	620	1550	259	218	66^	757	247	427	419	323	278	569	187	342	305	278	200	103	52^	120	86^
SPORTSBREAK-SAT	A	4.9	11	434	1482	262	201	94^	637	221	345	326	251	264	605	223	361	362	268	211	99^	51^	142^	94^
SAT 8.58P 1 CBS 8	B	6.1	13	537	1576	262	199	89	692	225	380	352	308	276	644	237	405	405	296	197	87	30^	154	94
192 89 SN 48	C	7.9	15	702	1680	292	223	78	762	226	412	399	357	294	664	219	396	398	323	214	108	43	146	91
SPORTSBREAK-SUN	A	14.5	25	1285	1526	261	169	30^	793	126	321	345	421	415	612	119	251	289	306	309	37^	21^	84	39^
SUN 9.56P 1 CBS 8	B	12.8	23	1135	1540	294	191	53	823	167	354	376	420	391	584	124	257	282	301	273	55	27	78	47
206 99 SN 48	C	15.9	26	1411	1635	331	234	59	862	213	428	430	434	363	608	151	303	310	318	253	78	37	88	54
SPORTSWORLD 10TH ANNIV.(S)	A	4.6	10	408	1609	234	186	70^	633	199	357	353	309	214	756	322	499	467	332	186	78^	36v	142^	63^
FRI 8.00P 60 NBC																								
196 95 SA																								
8.00 - 8.30	A	4.8	11	425	1587	250	198	66^	649	199	361	371	323	214	735	310	491	448	336	178	65^	33v	138^	59^
8.30 - 9.00	A	4.4	9	390	1632	216	173	75^	616	198	352	333	293	213	778	334	506	488	327	196	92^	39v	146^	66^
SUPERCARRIER(R)	A	5.3	12	470	1612	273	246	67^	748	249	449	399	313	259	565	218	340	300	249	185	100^	44^	199	148
SAT 8.00P 60 ABC 7	B	5.4	12	477	1584	252	202	54^	671	179	361	361	329	251	659	216	389	386	330	209	88	28^	165	110
192 94 A 7	C	5.4	12	477	1584	252	202	54^	671	179	361	361	329	251	659	216	389	386	330	209	88	28^	165	110
8.00 - 8.30	A	4.8	11	425	1630	246	217	68^	756	241	440	405	310	269	550	201	315	287	241	189	96^	39^	228	166
8.30 - 9.00	A	5.8	12	514	1596	295	270	67^	741	255	456	394	315	251	578	233	361	310	256	181	103^	48^	175	133
TOUR OF DUTY(R)	A	5.5	11	487	1681	225	181	96^	644	242	386	345	284	200	742	358	491	432	286	204	110^	26v	185	115^
SAT 9.00P 60 CBS 6	B	6.6	14	582	1653	236	195	100	639	251	412	369	281	184	700	296	475	453	306	183	121	41^	193	116
169 84 GD 20	C	7.7	15	686	1749	253	209	88	655	243	418	380	300	192	731	296	514	490	340	172	153	52	210	141
9.00 - 9.30	A	5.1	11	452	1664	227	183	98^	648	238	383	346	283	204	716	351	467	404	267	203	107^	29v	193	132^
9.30 - 10.00	A	6.0	12	532	1667	219	175	93^	630	242	382	338	280	193	751	359	502	448	297	202	111^	22v	175	99^
TRACEY ULLMAN SHOW(R)	A	4.4	8	390	1552	285	273	116^	625	341	488	370	219	125^	557	337	470	317	199	60^	155^	78^	215	156^
SUN 9.30P 30 FOX 7	B	4.3	8	384	1629	298	270	112	648	339	484	358	230	143	566	342	489	341	194	57^	195	99	220	151
124 87 CS 7	C	4.3	8	384	1629	298	270	112	648	339	484	358	230	143	566	342	489	341	194	57^	195	99	220	151
20/20	A	10.5	21	930	1597	229	179	67^	767	187	394	417	393	314	547	152	307	317	278	189	112	62^	171	137
FRI 10.00P 60 ABC 8	B	12.0	24	1068	1537	275	204	77	801	213	399	402	386	341	526	148	288	292	266	196	82	48	128	88
199 97 DN 46	C	12.3	23	1090	1578	292	213	81	804	222	421	425	396	318	580	168	329	342	294	198	83	43	112	73
10.00 - 10.30	A	10.7	21	948	1605	226	180	71	759	180	396	415	395	309	545	153	307	317	270	187	117	66^	184	144
10.30 - 11.00	A	10.2	20	904	1604	234	179	63^	782	196	395	422	395	322	555	152	310	321	290	192	109	59^	159	132
21 JUMP STREET(R)	A	5.5	12	487	1624	374	335	86^	690	347	572	422	309	84^	584	334	449	301	207	109^	204	121^	146	71^
SUN 7.00P 60 FOX 8	B	5.2	11	456	1595	328	287	81	687	332	530	392	301	123	545	306	435	307	209	84	186	103	176	111
131 87 OP 49	C	5.4	10	480	1713	345	299	86	698	342	533	417	300	124	537	306	434	321	204	75	247	138	232	146
7.00 - 7.30	A	5.2	11	461	1602	367	322	83^	675	336	551	412	305	90^	587	332	439	300	210	117^	197	115^	142	69^
7.30 - 8.00	A	5.8	12	514	1643	380	346	89^	702	357	591	431	312	79^	581	336	458	303	204	103^	211	125	150	73^
227(R)	A	11.6	25	1028	1636	300	216	91	834	260	434	372	332	358	417	132	221	213	180	157	185	134	200	136
CONT'D																								

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PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 15-21, 1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	LOH 18-49 W/CH <3	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS FEM. 12-17	CHILDREN TOT. 2-11	CHILDREN TOT. 6-11
EVENING CONT'D																												
227(R)-CONT'D																												
SAT	8.30P	30	NBC	7	B	11.7	27	1039	1562	282	214	81	814	258	421	361	319	347	382	127	209	187	164	147	149	100	216	152
	194	93	CS	42	C	14.8	28	1314	1688	303	235	75	[illegible]	261	434	385	335	368	437	151	246	223	184	162	159	102	244	166
WEREWOLF(R)					A	1.4	3	124	1457	267^	258^	41v	487^	180^	392^	369^	243^	93v	586	355^	515	481^	210^	45v	185^	87v	199^	190^
SUN	10.30P	30	FOX	8	B	1.4	3	127	1571	295	265	51v	548	253	414	355	258	103^	651	360	535	427	248	95^	200^	85^	172^	117^
	84	71	SM	16	C	1.5	3	133	1507	289	249	58^	558	233	401	348	263	127^	613	297	465	397	268	105^	184^	84^	151^	102^
WHO'S THE BOSS?(R)					A	10.1	20	895	1634	327	280	106	755	323	500	414	296	218	460	185	283	262	202	130	144	80	276	160
TUE	8.00P	30	ABC	7	B	12.9	25	1144	1630	317	269	101	743	332	498	397	279	205	446	214	310	254	175	106	170	110	271	173
	196	89	CS	43	C	18.7	31	1661	1716	333	282	98	755	333	506	425	292	208	459	213	323	279	193	104	208	118	294	197

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 15-21, 1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	CHILDREN TOT. 2-5	CHILDREN MALE 6-11	CHILDREN FEM. 6-11
EARLY EVENING NEWS																												
ABC WORLD NEWS TONIGHT					A	8.7	19	771	192	133	784	133	281	311	349	435	564	94	214	245	283	295	23^	15^	16^	24^	15^	18^
MON-FRI	6.30P	30	ABC	40	B	8.7	19	768	228	163	770	145	290	314	350	414	558	127	240	253	260	269	25^	21^	20^	27^	17^	18^
	207	98	N	233	C	10.2	20	902	228	161	773	147	303	320	367	411	561	125	248	266	268	263	25^	26^	23^	35	20^	20^
ABC WRLD NEWS TONIGHT-SAT					A	5.2	13	461	153	91^	663	131^	230	211	258	399	640	136^	289	314	337	299	39^	38^	52^	26v	24v	23v
SAT	6.30P	30	ABC	8	B	5.0	13	445	193	122	703	98	226	245	306	420	623	137	249	270	299	317	26^	22^	24^	21^	23^	28^
	186	95	N	36	C	6.4	15	568	207	133	730	112	243	263	326	430	624	140	262	287	303	295	29^	25^	26^	32^	25^	23^
ABC WRLD NEWS TONIGHT-SUN					A	5.6	13	496	194	145	762	135	262	283	307	447	641	124^	302	340	332	269	24v	35^	37^	50^	28v	45^
SUN	6.30P	30	ABC	8	B	5.2	13	457	194	134	704	124	249	271	317	393	664	149	292	312	317	303	25^	27^	27^	27^	27^	30^
	170	89	N	43	C	6.1	13	538	222	157	740	142	281	291	336	405	638	151	293	306	312	286	35^	30^	33^	33^	29^	30^
CBS EVENING NEWS-RATHER					A	8.8	19	780	215	151	748	126	284	289	333	424	572	109	236	242	269	295	23^	26^	22^	41^	20^	23^
MON-FRI	6.30P	30	CBS	40	B	9.0	20	797	220	146	755	140	284	289	325	423	570	109	232	237	270	299	21^	22^	21^	37	19^	23^
	204	97	N	239	C	10.6	21	942	220	138	759	127	268	287	330	436	585	101	223	231	278	323	25^	21^	22^	33	20^	21^
CBS EVENING NEWS-SUNDAY					A	6.0	15	532	167	106^	671	111^	224	206	266	425	651	90^	214	220	290	390	18v	18v	19v	21v	9v	6v
SUN	6.00P	30	CBS	8	B	5.8	14	512	199	121	696	96	214	239	309	426	636	119	250	269	300	336	30^	18^	25^	20^	15^	17^
	185	90	N	33	C	6.6	14	581	209	133	698	103	231	256	314	415	663	142	282	293	308	333	30^	19^	24^	19^	17^	15^
CBS SAT. NEWS-SCHIEFFER					A	5.4	14	478	177	135	718	118^	235	202	256	448	645	100^	223	245	291	386	8v	12v	9v	54^	19v	17v
SAT	6.30P	30	CBS	8	B	5.0	13	449	175	111	714	99	211	222	285	465	663	110	222	246	292	392	19^	15v	20^	29^	20^	13v
	162	91	N	42	C	6.1	14	539	190	116	719	106	214	234	285	454	642	127	244	250	282	357	24^	18^	23^	30^	21^	15^
NBC NIGHTLY NEWS					A	8.2	19	730	222	145	757	125	269	296	343	427	558	134	238	248	243	275	29^	28^	24^	22^	11v	23^
MON FRI	6.30P	30	NBC	40	B	8.5	19	751	195	133	754	132	266	290	330	425	563	130	245	250	256	275	30^	30^	28^	28^	17^	20^
	192	95	N	234	C	9.6	19	853	205	139	781	128	270	298	339	445	579	131	246	254	259	288	28^	32	27^	30	18^	21^
NBC NIGHTLY NEWS-SAT.					A	6.1	16	540	194	149	740	164	263	279	262	408	638	167	262	264	251	320	33^	9v	24v	35^	17v	20v
SAT	6.30P	30	NBC	7	B	5.9	16	525	170	118	702	108	211	227	254	443	665	148	282	281	287	343	26^	14v	23^	27^	24^	18^
	178	93	N	39	C	7.3	16	647	174	113	752	108	217	241	284	479	627	130	246	249	263	341	26^	21^	27^	30^	21^	20^
NBC NIGHTLY NEWS-SUN					A	5.8	14	514	178	126	666	121^	263	253	271	370	699	195	341	313	283	295	20v	23v	26v	34^	18v	33^
SUN	6.30P	30	NBC	8	B	5.8	14	517	184	126	710	118	246	254	289	416	673	158	303	316	301	313	37^	22^	33^	30^	19^	21^
	182	92	N	33	C	6.3	14	562	205	133	758	116	246	269	315	451	661	144	280	294	295	326	31^	25^	29^	28^	25^	22^

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 15-21, 1988

PROGRAM NAME / DAY	TIME [redacted]	DUR CVG%	NET TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. [redacted]	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	WORKING WOMEN 25-54	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21-49	WOMEN 21-54	WOMEN 25-54	MEN 15-24	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21-49	MEN 21-54	MEN 25-54	TEENS MALE 12-17	TEENS FEM. 12-17
LATE FRINGE																												
ABC NEWS:NIGHTLINE					A	4.6	12	408	1348	235	168	172	90^	672	176	328	310	372	327	58^	528	116^	267	250	338	322	40v	33v
FRI	11.30P	30	ABC	27	B	4.8	14	424	1373	239	167	173	74	693	179	321	303	363	319	66	562	171	306	282	332	307	30^	24^
	200	97	N	182	C	5.3	16	474	1390	251	180	187	68	712	183	353	334	392	354	64	574	181	322	298	354	328	25^	22^
ABC NEWS:NIGHTLINE-MON					A	2.8	11	248	1353	309	241^	256^	59v	777	148^	342	330	409	362	43v	516	145^	312	296	350	325	26v	11v
MON	12.16A	36	ABC	2	B	3.0	11	263	1335	251	167^	178	73^	703	158^	273	255	331	276	60^	578	172^	311	285	370	338	23v	6v
	211	98	N	5	C	3.8	16	335	1384	258	173	178	92^	699	177	320	293	358	304	68^	591	178	324	294	370	342	27^	17v
	12.00 - 12.30				A	3.1	11	275	1372	328	255	264	67^	804	171^	373	363	455	400	43v	502	139^	319	309	340	315	27v	10v
	12.30 - 1.00				A	2.6	11	230	1344	296	232^	251^	54v	760	131^	319	306	376	335	44v	529	151^	307	288	358	333	24v	12v
ABC NEWS:NIGHTLINE-TUE					A	3.4	13	301	1314	238	159^	140^	110^	659	175^	291	262	311	235	82^	565	186^	330	295	308	284	26v	28v
TUE	12.18A	31	ABC	3	B	4.0	15	351	1429	243	176	169	106	678	187	342	325	376	306	87^	630	204	374	345	395	357	38^	33^
	211	98	N	11	C	4.2	19	374	1340	230	154	165	59^	653	165	326	311	367	331	73^	596	186	344	319	379	352	29^	16v
	12.00 - 12.30				A	3.9	14	346	1364	262	183^	159^	117^	700	187	332	302	345	270	86^	573	182^	332	300	314	289	30v	32v
	12.30 - 1.00				A	3.1	13	275	1267	217^	140^	125^	104^	623	164^	258	229^	281	206^	78^	555	189^	327	289	303	279	22v	25v
ABC NEWS:NIGHTLINE-WED					A	2.7	12	239	1163	186^	130^	130^	57v	626	140^	243^	227^	272	231^	88^	488	164^	310	277	323	295	28v	<<
WED	12.44A	32	ABC	2	B	3.1	12	274	1265	186	121^	138^	52^	652	141^	252	242	298	256	66^	530	169	317	289	343	327	33v	6v
	210	98	N	7	C	4.0	17	352	1340	220	158	164	55^	656	141	299	284	330	298	53^	583	182	332	310	369	353	25^	16v

PROGRAM NAME / DAY	TIME [redacted]	DUR CVG%	NET TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. [redacted]	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	WORKING WOMEN 25-54	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21-49	WOMEN 21-54	WOMEN 25-54	MEN 15-24	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21-49	MEN 21-54	MEN 25-54	TEENS MALE 12-17	TEENS FEM. 12-17
	12.30 - 1.00				A	3.0	13	266	1180	180^	[illegible]	[illegible]	54v	[illegible]	138^	[illegible]	222^	275	[illegible]	81^	491	160^	[illegible]	278	[illegible]	[illegible]	[illegible]	[illegible]
	1.00 - 1.30				A	2.4	12	213	1143	194^	152^	140^	62v	619	142^	255^	234^	268^	228^	97^	483	169^	317	276^	323	294^	[illegible]	[illegible]
ABC NEWS:NIGHTLINE THU					A	4.5	16	399	1335	236	163	167	62^	700	147^	309	286	345	309	45^	564	150^	296	296	352	324	30v	13v
THU	12.00M	36	ABC	2	B	3.7	14	330	1326	251	170	181	74^	687	146	292	271	335	293	47^	561	174	327	320	370	344	25v	23v
	210	98	N	8	C	3.6	14	315	1364	228	155	167	51^	672	133	286	270	324	296	52^	618	197	345	324	382	361	18v	13v
	12.00 - 12.30				A	4.5	16	399	1354	238	165	170	63^	707	149^	310	288	351	315	48^	570	155^	301	301	357	326	31v	15v
	12.30 - 1.00				A	4.2	17	372	1328	240	168^	165^	63^	709	146^	323	297	338	301	34v	573	131^	295	291	351	340	27v	<<
ABC WEEKEND REPORT-SAT.					A	1.9	8	168	1440	244^	166^	168^	97v	693	227^	348^	309^	384	346^	43v	578	134^	328^	328^	438	395	50v	21v
SAT	11.30P	15	ABC	8	B	1.7	5	147	1358	282	191^	202	75^	656	211	345	327	394	346	80^	559	213	358	338	388	338	27v	30v
	137	75	N	47	C	2.0	6	173	1413	301	220	225	79^	707	200	384	362	426	385	77^	549	197	336	313	376	337	23v	41^
ABC WEEKEND REPORT-SUN.					A	2.2	10	195	1312	287^	230^	235^	153^	616	220^	441	422	476	416	51v	464	162^	304^	287^	332	311^	38v	87^
SUN	11.30P	15	ABC	8	B	2.0	9	175	1402	252	191	195	99^	672	251	415	395	459	404	67^	582	230	410	385	419	382	14v	38v
	144	80	N	47	C	2.1	9	189	1376	257	202	208	71^	659	202	377	364	426	384	72^	585	218	390	368	428	397	32v	29v
CBS LATE NIGHT I					A	2.7	12	243	1369	284	223	223	89^	683	203	396	370	434	389	91^	549	229	365	341	376	333	35^	33v
MON	12.25A	65	CBS	40	B	3.4	13	299	1433	306	229	238	93	712	218	410	383	449	409	104	539	214	347	321	365	313	47^	43^
	166	82	FF	207	C	3.6	14	319	1381	283	215	221	84	727	216	404	378	432	393	83	522	190	329	308	354	311	33^	31^
TUE	12.21A	66																										
WED	12.44A	66																										
THU	11.58P	66																										
FRI	11.30P	67																										
	11.30 - 12.00				A	3.3	9	292	1431	274	227	211	95^	711	187	406	388	468	414	51^	581	217	346	333	382	355	20v	40^
	CONT'D																											

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	WORKING WOMEN 25-54	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21-49	WOMEN 21-54	WOMEN 25-54	MEN 15-24	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21-49	MEN 21-54	MEN 25-54	TEENS MALE 12-17	TEENS FEM. 12-17
LATE FRINGE CONT'D																												
CBS LATE NIGHT I-CONT'D																												
	12.00 - 12.30				A	2.8	10	252	1393	283	239	227	91^	675	209	416	394	443	387	68^	567	241	386	371	398	361	29v	27v
	12.30 - 1.00				A	2.8	13	248	1348	279	211	216	85^	680	200	383	354	418	378	95^	537	219	355	328	361	315	35^	31v
	1.00 - 1.30				A	2.7	15	239	1305	273	201	214	87^	651	200	371	346	413	374	115^	528	233	364	332	369	316	40^	36^
	1.30 - 2.00				A	1.9	12	168	1196	319^	280^	279^	83v	652	182^	398	361^	414	384	119^	413	186^	265^	235^	288^	261^	72v	30v
CBS LATE NIGHT II					A	1.9	12	171	1269	285	216	223	65^	603	178^	347	329	392	362	96^	532	239	374	352	385	328	40v	32v
MON	1.30A	54	CBS	40	B	2.3	13	206	1367	289	219	226	90^	669	219	400	374	435	400	116^	531	226	357	325	372	314	48^	44^
	166	82	FF	233	C	2.4	14	210	1336	291	224	225	91^	697	231	418	389	439	397	91^	508	207	350	325	373	323	31^	34^
TUE	1.27A	42																										
WED	1.50A	44																										
THU	1.04A	49																										
FRI	12.37A	51																										
	12.30 - 1.00				A	2.1	8	186	1270	266^	201^	187^	49v	612	107^	279^	279^	336^	294^	38v	525	235^	355	354	354	321^	4v	38v
	1.00 - 1.30				A	2.1	11	186	1340	315	240	246	78^	638	163^	359	335	394	357	76^	566	263	387	380	396	339	19v	32v
	1.30 - 2.00				A	2.0	14	176	1269	280	207	220	71^	613	208	374	355	424	396	108^	523	246	373	345	379	315	43^	40v
	2.00 - 2.30				A	1.6	14	145	1226	275	215^	222^	48v	559	185^	328	309	374	351	127^	530	211^	382	344	404	350	73^	19v
	[illegible].30 - 1.00				A	1.5	14	[illegible]	1123	407^	247^	276^	24v	518	96v	265^	242^	300^	300^	102v	464^	150^	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
CBS NEWS NIGHTWATCH-1					A	0.7^	7^	62^	1304	177v	138v	134v	177v	626^	221v	327^	250v	330^	270^	91v	614^	244v	333^	333^	408^	341^	23v	40v
SUN	2.00A	30	CBS	33	B	0.8	8	72	1168	237^	167^	180^	58v	620	194^	341^	326^	373	340^	76v	443	174^	299^	277^	296^	262^	32v	21v
	55	55	N	213	C	0.9	9	77	1227	273^	198^	211^	61v	678	215^	377	355	406	377	68v	456	171^	300^	280^	332	298^	21v	19v
CBS NEWS NIGHTWATCH-2					A	0.7	8	62	1438	208^	141^	163^	124^	627	221^	361^	295^	359^	336^	142^	624	309^	375^	338^	397^	311^	63v	47v
MON	2.55A	5	CBS	37	B	0.8	10	75	1248	265^	166^	194^	76v	637	207^	352	320^	372	346	105^	485	197^	328^	307^	348	285^	39v	35v
	62	62	N	230	C	0.9	11	78	1206	294^	194^	210^	62v	666	211^	368	344	396	369	71v	447	169^	288^	271^	327	288^	23v	21v
TUE	2.51A	9																										
THU&SUN	2.30A	30																										
CBS NEWS NIGHTWATCH-3					A	0.6	10	53	1171	202^	114v	121v	62v	603^	184^	317^	303^	340^	309^	118v	439^	217^	269^	237^	280^	227^	72v	31v
MTTHSU	3.00A	180	CBS	40	B	0.7	12	62	1135	263^	159^	180^	60v	612	177^	325^	307^	345^	323^	74v	409^	172^	254^	233^	275^	238^	30v	50v
	75	73	N	238	C	0.8	14	72	1120	285^	171^	191^	56v	670	177^	318^	300^	364	336^	54v	368	142^	224^	214^	256^	220^	15v	19v
WED	3.14A	166																										
	3.00 - 3.30				A	0.6	9	57	1315	200^	116v	139v	90v	625	211^	335^	304^	365^	333^	156^	551^	271^	344^	323^	380^	274^	50v	55v
	3.30 - 4.00				A	0.7	10	58	1195	205^	133v	132v	73v	630	194^	335^	317^	354^	316^	113v	420^	208^	258^	249^	289^	231^	86v	27v
	4.00 - 4.30				A	0.7	12	58	1132	197^	114v	120v	64v	575	185^	311^	293^	324^	295^	103v	435^	236^	289^	252^	305^	269^	67v	29v
	4.30 - 5.00				A	0.6	12	55	1144	203^	109v	111v	60v	580^	181^	305^	294^	321^	290^	113v	443^	230^	278^	229^	269^	232^	74v	28v
	5.00 - 5.30				A	0.6	12	55	989	164^	84v	88v	33v	532^	166^	283^	283^	312^	288^	92v	353^	151v	184^	146v	171^	143v	66v	19v
	5.30 - 6.00				A	0.5	10	48	966	197^	101v	107v	34v	533^	119v	253^	253^	281^	258^	104v	328^	150v	193^	160v	193^	150v	72v	21v
CBS SUNDAY NEWS					A	3.0	7	266	1486	258	156^	187^	87^	812	204^	351	292	371	349	49v	570	183^	307	307	341	315	39v	15v
SUN	11.30P	15	CBS	8	B	3.1	7	270	1438	249	163	175	55^	760	134	312	290	357	336	50^	562	128	267	262	302	282	47^	19v
	CONT'D																											

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 15-21, 1988

PROGRAM NAME / DAY / TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	WORKING WOMEN 25-54	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21-49	WOMEN 21-54	WOMEN 25-54	MEN 15-24	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21-49	MEN 21-54	MEN 25-54	TEENS MALE 12-17	TEENS FEM. 12-17
LATE FRINGE CONT'D																											
CBS SUNDAY NEWS-CONT'D																											
122	64	N	48	C	3.2	7	282	1467	280	197	203	54^	801	160	369	353	401	370	55^	570	135	286	274	318	293	30^	16v
DAVID LETTERMAN I				A	3.1	16	276	1314	199	172	155	81^	533	210	336	322	347	296	232	588	353	465	394	420	321	96^	39^
MON 1.10A	30	NBC	39	B	3.8	18	339	1330	225	196	172	116	555	240	389	351	377	329	208	521	309	410	360	383	292	114	59^
204	99	GV	233	C	3.9	19	345	1368	268	228	202	118	641	273	438	396	431	375	171	569	323	446	395	424	339	59^	41^
TUE 1.17A	30																										
WED 12.51A	30																										
THU 12.59A	30																										
FRI 12.53A	30																										
12.30 - 1.00				A	3.5	15	306	1333	160	129	139	57^	495	155	286	271	296	269	214	605	313	457	383	415	337	112^	38^
1.00 - 1.30				A	3.1	16	279	1308	194	169	152	83^	533	213	340	325	349	299	226	585	349	466	398	421	324	94^	38^
1.30 - 2.00				A	2.9	19	259	1273	238	208	171^	87^	542	232	344	337	361	294	262	564	386	451	370	403	283	89^	42v
DAVID LETTERMAN II				A	2.5	16	222	1277	201	172	157	86^	527	230	348	333	366	317	245	553	372	463	396	410	295	103^	41^
MON 1.40A	30	NBC	39	B	3.1	19	279	1324	219	196	168	125	542	251	397	353	377	328	231	520	336	423	366	384	277	117	63^
205	99	GV	233	C	3.2	19	283	1352	266	231	198	125	622	284	443	399	429	368	188	576	355	467	411	439	341	59^	41^
TUE 1.47A	30																										
WED 1.21A	30																										
THU 1.29A	30																										
FRI 1.23A	30																										
1.00 - 1.30				A	2.9	15	259	1304	167	135^	139	78^	535	194	333	309	347	317	256	579	359	478	385	407	312	[illegible]	[illegible]
1.30 - 2.00				A	2.5	16	221	1287	204	175	157	90^	525	233	350	336	370	317	246	561	378	471	408	420	304	104^	43^
2.00 - 2.30				A	2.3	18	200	1207	216^	191^	170^	73^	527	248	353	338	362	315	233	500	359	414	353	366	246	96^	37v
FRIDAY NIGHT VIDEOS				A	2.0	14	177	1252	223^	220^	175^	69v	517	234^	412	362	380	372	187^	518	384	478	405	405	349^	100^	50v
FRI 1.53A	60	NBC	8	B	2.3	16	204	1291	186	170	132^	139^	493	256	375	345	363	296	231	478	332	416	351	361	264	116^	85^
176	96	PC	47	C	2.6	17	229	1396	254	228	187	165	582	319	455	404	428	348	231	563	396	484	404	426	331	104^	64^
1.30 - 2.00				A	2.4	14	213	1296	144^	141^	135^	35v	479	185^	359	343	369	359	262^	604	468	540	459	459	355	121^	44v
2.00 - 2.30				A	2.0	13	177	1276	219^	213^	171^	73v	544	240^	428	380	406	397	182^	516	391	470	388	389	341^	95^	57v
2.30 - 3.00				A	1.8	14	159	1254	271^	271^	203^	81v	515	254^	429	360^	363^	357^	172^	508	355^	484	425	425	373^	103v	43v
G MICHAELS SPORTS MACHINE				A	1.8	5	159	1324	131^	125^	123^	42v	474	78v	279^	270^	285^	283^	177^	665	301^	476	422	440	360^	84v	55v
SUN 11.30P	15	NBC	8	B	2.1	6	182	1402	221	176	169	76^	534	178	338	321	349	307	177	667	311	512	466	487	400	88^	26v
83	55	SC	49	C	1.9	6	172	1471	261	216	212	90^	594	203	390	371	408	360	195	723	342	530	466	512	415	58^	37v
LATE SHOW-FOX				A	1.9	6	165	1403	271	237	202^	158^	625	309	466	429	459	370	162^	491	270	403	370	389	318	110^	50v
MON-FRI 11.30P	60	FOX	40	B	1.4	4	124	1342	244	215	183^	149^	549	279	404	369	392	321	155^	479	271	393	357	382	326	115^	89^
109	78	GV	234	C	1.4	4	128	1418	280	248	216	147^	621	322	468	422	454	386	175^	568	343	469	400	428	359	74^	63^
11.30 - 12.00				A	2.1	6	188	1428	279	239	207	159^	641	313	480	439	474	385	157^	510	275	417	385	406	335	100^	45v
12.00 - 12.30				A	1.6	6	144	1352	256	230^	193^	155^	596	300	442	411	434	347	166^	460	261	380	345	361	291	122^	57v
SATURDAY NIGHT CONT'D				A	6.3	21	558	1524	254	203	185	152	684	293	445	399	440	364	152	590	290	445	411	436	361	81^	81^

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FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG.15-21,1988

PROGRAM NAME / DAY / TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	HOUSEHOLD AUDIENCES SH %	HOUSEHOLD AUDIENCES AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+	WORKING WOMEN 18-49	WORKING WOMEN 25-54	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 21-49	WOMEN 21-54	WOMEN 25-54	MEN 15-24	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 21-49	MEN 21-54	MEN 25-54	TEENS MALE 12-17	TEENS FEM. 12-17
LATE FRINGE CONT'D																											
SATURDAY NIGHT-CONT'D																											
SAT 11.30P	81	NBC	6	B	6.7	22	598	1497	277	223	198	146	649	273	432	386	426	360	153	564	270	424	389	418	349		
202	99	GV	37	C	7.7	24	682	1541	297	249	223	148	661	301	470	426	462	400	152	591	301	465	422	456	397	96	72
11.30 - 12.00				A	7.5	21	665	1579	279	219	214	127	742	273	444	404	450	387	123	598	244	403	377	407	348	98	84
12.00 - 12.30				A	5.9	20	523	1533	246	198	171	179	679	321	461	414	456	362	165	585	317	469	432	455	372	80^	73^
12.30 - 1.00				A	5.1	20	452	1408	215	182	150	163	577	291	424	370	399	323	193	587	347	502	453	472	373	77^	94^
TONIGHT SHOW				A	3.7	15	328	1292	201	171	144	91^	618	211	349	321	343	291	137	529	260	361	327	349	277	90^	80^
MON 12.10A	60	NBC	37	B	5.6	19	493	1395	248	188	184	97	663	199	378	347	391	351	127	524	221	343	313	345	290	61^	39^
197	97	GV	228	C	6.0	20	531	1400	270	209	204	92	721	222	409	379	426	385	103	539	216	349	322	358	307	81	50^
TUE 12.17A	60																									47^	35^
THU 11.59P	60																										
11.30 - 12.00				A	4.4	14	390	1469	256	190	201	66^	701	195	345	320	370	342	82^	613	226	362	340	375	335	55^	33v
12.00 - 12.30				A	3.9	14	348	1336	213	177	160	83^	654	207	358	328	352	310	101^	553	236	350	324	352	294	46^	34^
12.30 - 1.00				A	3.6	16	322	1297	193	168	134	101^	609	218	351	325	346	285	151	529	276	378	340	360	282	67^	45^
1.00 - 1.30				A	3.2	17	287	1199	199	170	142^	83^	569	207	332	303	319	272	192	477	282	348	302	314	224	80^	37v

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PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 15-21, 1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF / T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOTAL 6-11
MON-FRI EARLY MORNING																												
ABC WORLD NEWS-MORN-615A					A	1.2	14	103	87^	227^	208^	531	172^	410	414	329	85^	564	124^	371	399	403	144^	9v	20v	9v	<<	<<
MON-FRI	6.15A	15	ABC	40	B	1.2	14	102	68^	247^	225^	537	187^	390	371	296	119^	584	163^	378	388	353	164^	7v	15v	16v	19v	27v
	135	81	N	235	C	1.3	14	118	65^	270	225	606	177^	385	385	343	180^	500	143^	313	334	297	141^	15v	21v	13v	17v	16v
ABC WORLD NEWS-MORN-645A					A	1.7	15	152	60^	243	194^	603	240	426	405	292	155^	537	138^	305	326	308	184^	5v	14v	6v	10v	<<
MON-FRI	6.45A	15	ABC	40	B	1.8	16	163	49^	254	209	587	210	388	372	285	174	541	136^	330	346	326	162	5v	10v	13v	19v	22v
	181	91	N	234	C	2.2	16	193	62^	278	219	614	195	386	395	314	186	490	125^	280	310	297	152	28v	27v	19v	24v	27v
BEFORE HOURS					A	0.7	9	58	<<	242^	177^	497^	151^	261^	298^	295^	173^	547^	224^	350^	305^	266^	138v	21v	10v	38v	66v	49v
MON-FRI	6.15A	15	NBC	40	B	0.7	10	61	54v	280^	204^	623	198^	356^	390^	316^	194^	435	156^	252^	230^	217^	138^	19v	11v	18v	43v	30v
	146	85	N	235	C	0.7	9	66	64v	300^	243^	609	172^	362^	374^	323^	197^	429	185^	261^	243^	166^	128^	35v	20v	15v	19v	19v
CBS MORNING NEWS- 6:30AM					A	0.8	10	74	<<	183^	131^	520	112v	243^	229^	253^	264^	435^	176^	249^	216^	187^	160^	43v	<<	<<	26v	21v
MON-FRI	6.30A	30	CBS	40	B	0.8	9	74	28v	226^	155^	533	123^	264^	254^	262^	239^	446	156^	237^	233^	215^	168^	20v	24v	19v	19v	28v
	138	82	N	240	C	1.1	11	100	53v	254^	150^	584	131^	286	317	342	233^	431	111^	204^	214^	232^	184^	19v	13v	24v	18v	26v
CBS THIS MORNING-1					A	2.0	13	181	32v	178^	126^	616	93^	269	316	333	291	529	112^	258	243	278	248	14v	12v	9v	18v	15v
MON-FRI	7.30A	30	CBS	40	B	2.0	12	173	53^	212	133^	641	116^	280	314	324	299	486	112^	228	227	229	233	15v	14v	17v	21v	23v
	204	99	N	190	C	2.1	11	187	49^	194	130^	654	118^	275	294	314	331	459	92^	213	216	220	219	18v	10v	20v	20v	24v
CBS THIS MORNING-2					A	2.1	10	188	38v	148^	112^	634	128^	281	304	313	300	456	72^	171^	167^	217	272	15v	12v	10v	19v	17v
MON-FRI	8.30A	30	CBS	40	B	2.1	10	190	55^	178	121^	672	[illegible]	280	294	336	339	418	75^	175	179	205	218	19v	19v	11v	26v	[illegible]
	204	99	N	190	C	2.3	10	203	48^	152	98^	700	124^	248	261	317	405	408	75^	165	168	180	219	12v	11v	25v	25v	[illegible]
GOOD MORNING, AMERICA 730					A	3.1	19	271	60^	266	201	724	178	378	398	375	272	421	91^	220	243	224	163	4v	7v	16v	11v	11v
MON-FRI	7.30A	30	ABC	40	B	3.2	19	286	56^	266	206	693	189	370	369	352	269	440	92	218	231	224	189	5v	7v	12v	16v	18v
	213	99	N	234	C	4.0	20	358	57^	247	187	706	171	375	390	366	280	426	98	200	218	220	187	13v	7v	20^	23^	26^
GOOD MORNING, AMERICA-830					A	3.3	16	289	71^	208	167	768	174	367	383	388	329	335	56^	139	171	179	149	6v	11v	29v	21v	22v
MON-FRI	8.30A	30	ABC	40	B	3.4	16	301	80^	204	163	751	186	363	379	378	323	348	73^	168	173	174	153	9v	14v	29^	26^	33^
	212	99	N	234	C	4.2	19	368	73	200	157	758	167	360	381	389	341	363	70	154	171	192	171	9v	9v	24^	25^	25^
NBC NEWS AT SUNRISE					A	1.7	22	154	31v	302	230	634	107^	348	395	441	208^	515	125^	265	303	321	160^	11v	6v	13v	26v	24v
MON-FRI	6.00A	30	NBC	40	B	1.7	20	152	44^	279	203	626	108^	333	379	412	219	501	121^	248	290	303	170	11v	5v	12v	22v	16v
	201	98	N	235	C	2.0	20	173	57^	299	232	637	135^	362	390	384	215	494	125^	237	260	257	201	23v	28v	13v	17v	20v
TODAY SHOW-7.30AM					A	3.7	22	326	53^	228	163	713	126	313	338	372	358	432	94^	199	220	237	189	9v	5v	12v	19v	15v
MON-FRI	7.30A	30	NBC	40	B	3.8	23	336	48^	250	186	697	130	326	355	370	323	422	99	209	214	223	179	9v	6v	14v	17v	17v
	205	99	N	235	C	4.4	22	392	51^	224	164	690	127	326	349	374	318	461	105	216	221	227	216	14v	10v	21^	19^	25^
TODAY SHOW-8.30AM					A	3.9	19	344	42^	192	121	755	98	275	309	382	421	375	64^	149	167	190	191	10v	11v	27^	33^	37^
MON-FRI	8.30A	30	NBC	40	B	4.0	19	351	50^	200	149	736	111	294	313	381	396	366	75	161	167	176	178	17v	13v	26^	25^	29^
	205	99	N	235	C	4.5	21	400	53^	175	134	734	117	304	323	380	387	404	87	179	180	192	203	11v	9v	22^	18^	18^

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PROGRAM NAME / DAY / TIME / DUR / NET / NO. OF T/C / #STNS / CVG% / TYPE	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 15-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11
MONDAY-FRIDAY DAYTIME																								
ALL MY CHILDREN	A	6.9	22	611	122	227	202	209	790	375	561	415	447	302	198	279	58	33^	121	76	71	103	69	105
MON-FRI 1.00P 60 ABC 40	B	6.7	21	596	123	225	200	186	794	373	568	440	472	316	194	262	58	32^	105	71	68	96	60	105
218 99 DD 233	C	7.3	24	646	142	237	210	155	843	384	582	456	502	340	215	263	69	17^	52	39^	56	64	69	50
1.00 - 1.30	A	6.5	21	576	119	226	204	210	781	378	558	410	436	291	198	272	56^	33^	121	74	78	107	73	112
1.30 - 2.00	A	7.3	23	645	125	229	200	209	800	373	565	420	457	312	198	286	60	34^	121	79	65	100	66	100
AMERICAN TREASURY	A	4.4	14	390	71^	208	147	157	845	264	436	319	371	357	358	251	127	41^	74^	60^	80^	86^	76^	90^
MWF 3.58P 1 CBS 23	B	4.5	15	399	89	221	167	156	858	256	439	322	373	369	369	248	108	39^	65	52^	59^	70	54^	75
195 92 DO 138	C	4.6	15	409	91	197	144	134	874	235	425	327	379	374	398	273	125	28^	58^	50^	40^	53^	41^	53^
ANOTHER WORLD	A	5.2	17	461	84	157	136	218	753	272	434	302	349	295	271	216	83	54^	169	112	76	72^	52^	97
MON-FRI 2.00P 60 NBC 38	B	5.2	17	464	80	165	144	213	758	247	430	317	370	334	274	214	76	55^	189	131	65	73	55	82
202 98 DD 228	C	5.0	17	446	82	187	162	167	843	268	457	337	395	361	328	256	99	31^	91	65	38^	53^	49^	42^
2.00 - 2.30	A	5.3	17	473	84	162	140	221	752	273	439	304	353	298	265	218	83	50^	169	111	75	70^	46^	99
2.30 - 3.00	A	5.0	17	447	84	153	131	216	757	273	431	300	346	293	279	215	84	60^	170	114	77	75^	57^	95
AS THE WORLD TURNS	A	6.3	21	562	77	163	125	157	846	240	397	278	325	337	401	271	119	29^	75	46^	65	87	62	90
MON-FRI 2.00P 60 CBS 40	B	6.6	22	587	98	176	134	154	859	249	414	299	348	350	396	246	107	39^	83	53	56	73	52	76
209 99 DD 235	C	6.6	22	581	97	169	125	121	898	232	415	317	371	373	429	266	120	23^	41^	34^	40^	51	48	44^
2.00 - 2.30	A	6.3	20	556	74	166	128	156	843	239	393	274	322	333	403	277	121	28^	72	44^	67	89	66	90
2.30 - 3.00	A	6.4	21	569	79	159	122	158	846	240	400	280	328	340	398	264	118	30^	78	47^	62	85	58^	89
BOLD AND THE BEAUTIFUL	A	5.3	17	466	70^	175	137	114	853	231	374	287	334	324	432	301	128	32^	46^	40^	67^	98	68^	98
MON-FRI 1.30P 30 CBS 40	B	5.5	18	488	89	177	139	119	848	226	391	301	350	351	409	257	115	41^	60	42^	60	74	54	81
197 93 DD 233	C	5.3	18	472	93	180	137	105	881	224	405	316	366	375	426	283	120	23^	30^	25^	46^	55	54^	48^
CLASSIC CONCENTRATION	A	4.0	17	353	63^	91^	67^	69^	703	130	258	228	291	297	382	269	146	62^	69^	65^	126	117	80^	163
MON-FRI 10.30A 30 NBC 39	B	4.0	17	352	68^	100	70^	74	705	135	253	209	270	287	391	262	124	62^	70^	54^	101	103	67^	137
145 79 QG 230	C	3.6	16	319	81	133	98	77^	780	168	319	260	326	327	395	311	142	32^	38^	31^	61^	74^	70^	66^
DAYS OF OUR LIVES	A	7.5	24	668	80	141	122	252	706	265	419	271	315	275	243	232	97	54	195	131	70	86	44^	112
MON-FRI 1.00P 60 NBC 39	B	7.8	25	687	87	153	134	244	714	259	424	288	330	294	249	229	86	60	205	143	68	89	57	100
204 99 DD 232	C	7.0	23	623	90	178	153	194	822	283	471	338	396	347	293	257	98	35^	109	83	42	59	52	49
1.00 - 1.30	A	7.3	23	647	78	136	117	244	702	255	408	266	308	270	251	236	96	54	190	126	70	88	44^	114
1.30 - 2.00	A	7.8	25	693	81	145	126	258	707	272	427	275	321	278	234	226	97	55	200	135	68	84	43^	110
FAMILY FEUD	A	3.4	15	299	60^	157	131	113	606	178	318	245	297	301	236	301	118	66^	83^	72^	139	105^	59^	185
MON-FRI 10.00A 30 CBS 35	B	3.2	14	284	73^	165	134	117	612	177	332	256	305	315	230	278	100	66^	103	75^	120	101	59^	163
173 83 QP 35	C	3.2	14	284	73^	165	134	117	612	177	332	256	305	315	230	278	100	66^	103	75^	120	101	59^	163
GENERAL HOSPITAL	A	7.2	24	634	116	186	151	163	829	322	497	396	458	339	271	251	89	24^	103	74	40^	85	41^	84
MON-FRI 3.00P 60 ABC 40	B	7.2	24	639	109	210	171	159	822	334	497	387	444	329	267	243	85	25^	88	59	47	77	46	78
216 99 DD 233	C	7.7	26	683	121	229	190	162	858	356	531	409	461	337	275	232	86	23^	71	51	43	58	53	48
3.00 - 3.30	A	7.1	24	626	119	181	146	171	829	330	499	395	455	333	270	251	85	25^	108	77	42^	89	43^	88
3.30 - 4.00	A	7.2	23	640	114	192	157	156	834	316	496	400	463	346	274	253	93	23^	99	71	37^	82	38^	81

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PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG.15-21,1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	HOUSEHOLD AUDIENCES SH %	HOUSEHOLD AUDIENCES AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 15-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11
MONDAY-FRIDAY DAYTIME CONT'D																												
GROWING PAINS M-F					A	3.7	15	331	75^	155	136	160	477	230	337	247	278	179	109	218	36^	136	199	133	156	207	106	257
MON-FRI	11.00A	30	ABC	30	B	3.9	16	345	91	164	144	185	503	242	372	269	295	202	104	213	40^	120	198	135	138	190	101	227
	149	78	CS	30	C	3.9	16	345	91	164	144	185	503	242	372	269	295	202	104	213	40^	120	198	135	138	190	101	227
GUIDING LIGHT					A	5.7	19	503	77	179	131	169	852	244	411	295	340	364	396	245	122	35^	104	66^	54^	74	51^	77
MON-FRI	3.00P	60	CBS	39	B	5.9	19	519	90	202	151	159	865	249	424	311	357	375	395	239	111	39^	86	58	49	71	46^	74
	208	99	DD	232	C	6.0	20	532	93	194	143	130	891	236	428	331	379	384	415	256	117	22^	55	44^	37^	54	44^	47^
	3.00 - 3.30				A	5.7	19	503	77	171	127	173	846	239	406	288	332	362	396	247	122	36^	110	68	56^	75	54^	77
	3.30 - 4.00				A	5.7	18	507	77	186	134	165	853	248	413	299	345	364	393	241	121	33^	98	62^	52^	72	48^	76
HOME					A	2.8	11	245	75^	216	177	114^	699	255	420	334	385	307	227	257	65^	63^	65^	50^	96^	132^	76^	153
MON-FRI	11.30A	30	ABC	40	B	2.7	10	242	93^	227	188	137	719	273	448	354	399	326	226	268	65^	49^	92^	62^	84^	113	68^	129
	175	89	IA	155	C	2.6	11	231	133	239	202	110^	772	304	504	418	461	354	224	256	63^	28v	49^	35^	60^	73^	69^	65^
LOVING					A	3.5	12	306	101	257	211	166	806	341	506	400	428	310	272	230	63^	35^	113	71^	63^	79^	52^	89^
MTTHF	12.30P	30	ABC	39	B	3.5	12	314	116	226	194	143	774	340	492	396	425	297	253	245	71^	33^	89	61^	59^	90	53^	96
	171	88	DD	232	C	4.0	14	352	138	239	217	139	823	378	557	442	479	320	230	240	61^	20^	48^	35^	63^	60^	71^	52^
NEW CARD SHARKS					A	3.4	14	303	66^	139	114	83^	610	153	285	224	282	314	266	354	176	43^	64^	39^	110^	131	60^	181
MON-FRI	10.30A	30	CBS	40	B	3.3	14	295	80^	155	121	86^	625	166	306	247	299	326	267	345	164	48^	70^	46^	98	101	52^	147
	160	78	QP	235	C	3.1	13	273	77^	135	100	63^	688	175	313	261	315	332	322	406	224	29^	34^	23v	76^	77^	74^	78^
NEWSBREAK-11.57					A	5.0	18	439	47^	153	125	117	732	198	329	235	288	300	351	367	199	39^	49^	38^	71^	102	46^	127
MON-FRI	11.57A	2	CBS	40	B	5.0	19	443	56^	144	113	101	700	164	299	227	275	300	353	350	188	49^	71	47^	92	90	47^	135
	173	81	N	234	C	5.0	20	446	64	157	118	78	740	175	315	251	298	304	377	401	206	25^	34^	24^	61	67	63	64
NEWSBREAK-3.44					A	4.7	15	416	75^	181	133	158	862	247	420	305	351	373	396	259	139	32^	96	58^	58^	75^	53^	80^
MON	3.38P	1	CBS	38	B	4.9	16	438	90	209	157	159	887	257	434	317	363	378	406	246	121	41^	82	58	50^	68	42^	76
	192	92	N	231	C	5.1	17	454	94	198	151	127	892	237	415	320	366	375	431	257	121	23^	57	43^	38^	56^	43^	51^
TUE&WED	3.43P	1																										
THU	3.44P	1																										
FRI	3.47P	1																										
ONE LIFE TO LIVE					A	7.4	24	654	136	182	153	204	806	355	531	406	458	319	224	252	73	37^	135	98	64	112	62	114
MON-FRI	2.00P	60	ABC	40	B	6.9	23	615	130	193	164	185	811	358	537	410	455	326	228	238	77	36^	102	72	63	98	61	100
	215	99	DD	231	C	7.4	25	651	144	217	187	160	858	373	565	436	487	350	242	229	83	19^	56	40	49	65	66	49
	2.00 - 2.30				A	7.3	24	647	137	185	156	201	802	355	533	409	461	320	217	258	74	39^	134	96	63	115	65	114
	2.30 - 3.00				A	7.5	24	661	136	179	150	207	810	356	529	404	454	319	231	247	72	35^	135	100	64	109	59	115
PRICE IS RIGHT 1					A	5.1	21	455	49^	128	99	108	643	155	267	188	238	273	325	367	178	50^	60^	44^	113	123	67^	169
MON-FRI	11.00A	30	CBS	40	B	5.4	22	477	60	128	97	92	630	145	260	197	236	267	330	351	168	52^	72	45^	114	110	65	160
	209	97	AP	234	C	5.1	22	451	65	135	94	75	701	162	288	225	264	292	374	413	215	29^	33^	24^	78	78	74	82
PRICE IS RIGHT 2					A	6.7	26	597	49^	128	102	103	668	166	282	206	252	268	340	370	190	49^	54^	44^	102	107	62	147
MON-FRI	11.30A	30	CBS	40	B	7.0	27	622	57	125	94	93	649	149	263	197	236	260	347	358	181	54	70	46	108	106	60	154
	209	97	AP	236	C	6.5	27	580	60	139	99	75	714	163	288	225	266	283	385	418	220	28^	33^	24^	74	74	71	76

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AUG. 15-21, 1988

PROGRAM NAME / DAY TIME #STNS DUR CVG% NET TYPE NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH 18-49 W/CH <3	WORKING WOMEN 18+	WORKING WOMEN 18-49	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 55+	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 15-17	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11
MONDAY-FRIDAY DAYTIME CONT'D																								
RYAN'S HOPE	A	2.3	8	204	100^	193	169	165	754	333	499	393	438	295	211	277	73^	37v	124^	68^	101^	145^	103^	143^
MON-FRI 12.00N 30 ABC 40	B	2.3	8	203	110^	205	184	157	762	366	513	407	443	283	213	268	73^	32^	91^	65^	86^	129	92^	123^
158 80 DD 233	C	2.7	10	236	140	237	215	133	815	392	569	467	505	313	207	263	55^	22v	57^	40^	78^	72^	86^	63^
SALE OF THE CENTURY	A	3.1	14	275	50^	113^	72^	55^	759	112^	234	204	280	317	448	314	180	46^	38^	39^	92^	84^	57^	119^
MON-FRI 10.00A 30 NBC 39	B	3.2	14	282	62^	122	80^	59^	759	127	237	197	266	292	454	317	153	36^	44^	34^	78^	71^	53^	96
148 81 QG 230	C	3.1	14	275	63^	138	101	52^	778	141	292	252	308	311	431	375	186	21v	29^	21v	54^	54^	57^	51^
SANTA BARBARA	A	4.6	15	406	88	156	136	210	761	276	443	310	358	306	270	222	77^	60^	151	110	75^	58^	55^	78^
MON-FRI 3.00P 60 NBC 38	B	4.5	15	398	76	149	132	203	753	229	421	313	359	344	286	217	75	54^	172	129	56^	58^	49^	65
197 97 DD 228	C	4.6	16	411	86	169	143	182	808	248	443	326	389	373	301	258	95	33^	120	85	38^	53^	49^	42^
3.00 - 3.30	A	4.6	15	404	87	156	138	218	765	282	451	312	358	303	268	218	77^	58^	152	111	76^	60^	57^	79^
3.30 - 4.00	A	4.6	15	409	89	156	134	201	754	269	434	307	356	307	272	226	78^	62^	149	108	73^	57^	54^	77^
SCRABBLE	A	4.6	16	408	39^	105	82	92	639	106	233	190	237	291	360	353	163	61^	92	69^	86	85	51^	120
MTTHF 12.30P 30 NBC 38	B	4.4	15	390	51^	126	97	104	679	131	273	223	269	300	360	319	148	78	107	88	81	84	56^	108
161 83 QG 244	C	4.1	15	360	57^	133	100	79	775	143	296	243	297	324	424	341	174	35^	46^	42^	50^	57^	53^	55^
SUPER PASSWORD	A	3.7	13	328	59^	102	83^	102^	695	135	275	214	270	277	363	318	153	56^	85^	67^	94^	73^	59^	107
MON-FRI 12.00N 30 NBC 38	B	3.5	13	311	58^	119	97	106	682	141	282	227	272	262	355	287	131	66^	100	80^	84	85	56^	112
159 73 QG 230	C	3.4	13	299	66^	118	87	84^	758	153	298	240	289	293	411	321	167	31^	49^	40^	56^	61^	60^	57^
WHEEL OF FORTUNE	A	4.9	19	432	52^	134	97	66^	724	134	257	220	273	302	414	346	194	41^	51^	45^	89	74^	60^	103
MON FRI 11.00A 30 NBC 38	B	4.9	20	436	56^	137	101	73	765	146	278	228	284	320	432	310	162	41^	47^	41^	75	74	53^	96
204 97 QG 231	C	5.3	22	467	63	155	110	71	810	158	301	246	307	328	447	345	179	22^	28^	25^	45^	56	59	43^
WIN, LOSE OR DRAW	A	4.6	18	409	70^	112	89	132	679	166	304	225	272	285	327	275	111	66^	118	78^	116	110	83	143
MON-FRI 11.30A 30 NBC 37	B	4.5	18	400	76	141	112	132	686	173	333	260	300	307	313	262	93	77	124	93	100	107	78	129
183 88 QG 243	C	4.2	17	372	86	162	128	106	771	198	370	293	345	333	349	305	123	37^	56^	45^	61^	80	79	62^
YOUNG AND THE RESTLESS	A	7.8	27	693	73	161	131	144	827	250	402	297	344	328	377	293	129	28^	70	55	69	88	68	90
MTTHF 12.30P 60 CBS 40	B	8.1	28	721	93	171	142	141	820	255	418	315	363	337	354	249	113	34^	79	54	75	83	65	93
211 99 DD 236	C	7.9	29	703	107	188	154	129	862	268	448	339	386	353	367	273	122	20^	39	32^	52	68	72	48
WED 12.00N 30																								
& 1.00P 30																								
12.00 - 12.30	A	7.2	25	638	53^	151	120	118	763	224	336	248	304	308	371	395	185	39^	62^	45^	92^	97^	72^	117
12.30 - 1.00	A	7.9	28	700	68	161	135	151	820	252	408	296	344	327	364	280	124	26^	69	55	71	83	68	86
1.00 - 1.30	A	7.9	26	700	80	162	130	142	842	252	409	305	351	331	387	284	123	27^	72	56	62	91	67	87

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PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG.15-21,1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-49	MEN 15-24	MEN TOTAL	TEENS TOTAL 12-17	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	TEENS TOT. 15-17	CHILDREN TOTAL 2-11	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11	CHILDREN MALE 6-11	CHILDREN FEM. 6-11	CHILDREN TOT. 6-8	CHILDREN TOT. 9-11
WEEKEND DAYTIME CHILDREN																												
ABC WEEKEND SPECIALS(R)					A	2.1	8	186	1468	136^	604	369	35v	398	97^	71v	26v	85v	13v	368	251^	117^	197^	171^	122^	48v	86v	85v
SAT	1.00P	30	ABC	6	B	2.1	8	186	1532	125^	463	319	89^	356	190	107^	83^	119^	70^	523	306	217	206	317	196	121^	141^	176^
	148	80	CA	24	C	2.2	7	191	1437	143	476	336	96^	320	187	95^	92^	108^	80^	454	254	200	174	280	162	117^	126^	154
THE REVENGE OF RED CHIEF																												
ALF-SAT MORN					A	4.5	18	399	1322	132^	363	292	71^	189	199	87^	112^	128^	71^	572	279	293	248	324	158^	165	162	162
SAT	10.00A	30	NBC	7	B	4.5	19	396	1365	136	385	308	82^	200	185	83^	102	110	75^	595	325	270	278	317	182	135	160	157
	208	99	CA	40	C	5.6	20	493	1460	135	368	302	83	221	215	99	116	136	79	655	334	321	271	384	203	181	193	191
ALL NEW POUND PUPPIES					A	1.9	12	168	1218	40v	250^	207^	55v	137^	98v	83v	15v	65v	33v	733	320^	413	320^	413	174^	239^	272^	141^
SAT	8.30A	30	ABC	8	B	2.0	13	181	1291	87^	296	238	49^	200	113^	64^	49^	76^	36v	682	355	327	314	368	190	178	214	154^
	203	98	CA	30	C	2.6	14	228	1332	72^	275	220	44^	186	129	60^	69^	88^	41^	743	372	371	302	440	226	215	239	201
ALVIN AND THE CHIPMUNKS					A	5.4	21	478	1402	118^	347	281	65^	184	216	81^	136	135	82^	655	291	363	268	387	156	230	178	208
SAT	10.30A	30	NBC	7	B	5.0	20	446	1446	141	366	299	84	198	208	75^	133	122	86	674	337	337	301	372	183	189	186	186
	206	99	CA	49	C	5.9	21	524	1497	151	367	307	81	209	230	88	143	143	87	692	322	369	295	397	185	212	201	196
ANIMAL CRACK-UPS					A	3.6	13	319	1612	125^	560	387	85^	400	167^	81^	86^	148^	18v	485	224	261	200	285	126^	159^	163^	122^
SAT	12.00N	30	ABC	7	B	3.4	13	303	1498	131	474	335	96^	351	196	96^	100^	131	64^	477	234	243	202	275	135	140	150	125
	184	88	CL	41	C	3.4	12	304	1496	132	458	334	103	350	207	91	116	131	76^	481	252	228	189	291	154	138	144	147

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-49	MEN 15-24	MEN TOTAL	TEENS TOTAL 12-17	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	TEENS TOT. 15-17	CHILDREN TOTAL 2-11	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11	CHILDREN MALE 6-11	CHILDREN FEM. 6-11	CHILDREN TOT. 6-8	CHILDREN TOT. 9-11
[illegible]					A	[illegible]	[illegible]	[illegible]	1580	145	441	341	[illegible]	[illegible]	[illegible]	[illegible]	81^	127	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	B	[illegible]	18	418	1549	131	367	291	[illegible]	349	[illegible]	[illegible]	[illegible]	114	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
	205	95	CA	6	C	4.7	18	418	1549	131	367	291	122	349	194	113	81	114	80^	638	346	292	[illegible]	369	[illegible]	[illegible]	[illegible]	[illegible]
BUGS BUNNY/TWEETY SHOW II					A	5.1	19	452	1589	135^	417	326	120^	394	175	96^	79^	140^	35v	684	290	414	287	317	158	155	19[illegible]	12[illegible]
SAT	11.30A	30	ABC	6	B	5.0	19	446	1532	134	376	298	119	357	189	107	93	116	73^	610	324	286	261	349	188	160	196	154
	201	94	CA	6	C	5.0	19	446	1532	134	376	298	119	357	189	107	93	116	73^	610	324	286	261	349	188	150	193	153
DENNIS THE MENACE					A	3.6	13	319	1485	92^	363	281	72^	240	185^	6[illegible]^	118^	139^	45v	696	355	341	199	497	263	255	[illegible]	[illegible]
SAT	11.30A	30	CBS	8	B	3.6	13	316	1503	113	362	278	72^	216	192	93	99	130	62^	733	406	327	294	438	248	190	251	18[illegible]
	185	90	CA	34	C	3.5	12	309	1532	120	361	267	84	243	211	104	108	133	78^	716	399	317	309	407	245	[illegible]	208	199
FLINTSTONE KIDS					A	3.4	15	301	1502	88^	307	261	38v	212	122^	81^	40v	88^	34v	862	359	502	405	557	[illegible]	411	311	246
SAT	9.30A	30	ABC	6	B	3.4	15	304	1398	98^	284	227	73^	227	150	86^	63^	95^	55^	738	389	349	295	443	233	210	245	198
	203	98	CA	6	C	3.4	15	304	1398	98^	284	227	73^	227	150	86^	63^	95^	55^	738	389	349	295	443	233	210	245	198
FOOFUR					A	2.4	9	213	1641	134^	462	392	148^	302	209^	102^	107^	97^	111^	669	365	304	200^	[illegible]	[illegible]	[illegible]	19[illegible]	184^
SAT	12.00N	30	NBC	7	B	2.6	10	228	1510	152	421	333	113^	219	228	[illegible]	[illegible]	117^	111^	642	342	300	[illegible]	[illegible]	[illegible]	[illegible]	182	[illegible]
	140	68	CA	46	C	3.1	11	275	1492	156	403	323	104	237	[illegible]	[illegible]	[illegible]	144	101	60[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]					A	4.[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	4	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
						4																						
[illegible]					A																							
					B																							

A - CURRENT REPORT B = QUARTER AVERAGE C - SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B

PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG.15-21,1988

PROGRAM NAME / DAY	TIME / #STNS	DUR / CVG%	NET / TYPE	NO. OF T/C	KEY	HH AVG. AUD. %	HH SH %	HH AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-49	MEN 15-24	MEN TOTAL	TEENS TOTAL 12-17	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	TEENS TOT. 15-17	CHILDREN TOTAL 2-11	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11	CHILDREN MALE 6-11	CHILDREN FEM. 6-11	CHILDREN TOT. 6-8	CHILDREN TOT. 9-11
WEEKEND DAYTIME CHILDREN CONT'D																												
GUMMI BEARS					A	2.3	20	204	1323	36v	321	208^	62v	303^	72v	46v	27v	57v	16v	627	353	274^	258^	369	220^	149^	217^	153^
SAT	8.00A	30	NBC	7	B	2.3	19	203	1274	67^	373	276	57^	244	126^	65^	61^	88^	38v	532	296	236	214	317	174	144^	170	148^
	200	98	CA	21	C	2.9	21	260	1295	77^	319	241	57^	204	141	69^	72^	92^	49^	632	345	287	215	417	229	187	215	202
HELLO KITTY					A	1.7	15	151	1260	107v	384^	303^	66v	239^	22v	<<	21v	10v	12v	616	209^	407^	239^	377^	128^	249^	177^	200^
SAT	8.00A	30	CBS	8	B	1.6	13	145	1283	70^	368	262	67^	281	75^	33v	42v	65^	10v	559	280	279	237	321	162^	159^	199	122^
	201	97	CA	49	C	2.0	13	178	1289	58^	305	208	46^	250	79^	44^	34v	51^	27v	656	330	326	230	427	221	206	258	168
I'M TELLING					A	1.9	7	168	1463	103^	444	354^	98v	287^	198^	102^	96v	122^	76v	535	258^	276^	187^	347^	179^	168^	165^	182^
SAT	12.30P	30	NBC	7	B	2.1	8	182	1520	126^	432	311	108^	249	247	97^	150^	144^	104^	591	324	268	236	355	191	164^	172^	183^
	130	61	CL	45	C	2.4	8	214	1496	141	423	311	102^	245	256	97^	159	164	92^	572	284	288	215	357	178	180	173	184
LITTLE WIZARDS					A	1.2	11	106	1271	62v	292^	213^	40v	195^	159^	134v	25v	101v	58v	625	311^	313^	361^	264^	96v	168^	163^	101v
SAT	8.00A	30	ABC	6	B	1.3	11	115	1294	82^	338	270^	72v	270^	133^	82^	51v	86^	47v	553	304	249^	277^	276^	140^	136^	159^	116^
	200	97	CA	6	C	1.3	11	115	1294	82^	338	270^	72v	270^	133^	82^	51v	86^	47v	553	304	249^	277^	276^	140^	136^	159^	116^
MIGHTY MOUSE					A	3.8	15	337	1399	93^	386	316	37v	173^	75^	25v	50^	56^	19v	765	328	437	299	467	201	266	320	146^
SAT	10.30A	30	CBS	8	B	3.7	14	329	1433	93	341	276	61^	203	98	52^	46^	58^	41^	792	381	411	380	412	198	214	266	147
	201	96	CA	46	C	4.0	14	358	1479	91	337	264	62^	232	125	69^	56^	81	44^	785	412	373	380	405	213	192	250	155
MUPPET BABIES I					A	2.6	17	230	1458	88^	316	271^	49v	226^	74^	12v	61v	58v	16v	843	388	455	313	531	232^	298	265^	266^
SAT	8.30A	30	CBS	8	B	2.5	16	218	1308	65^	279	214	56^	217	105^	53^	52^	85^	20v	707	360	347	295	412	208	204	248	164
	206	97	CA	49	C	3.4	18	298	1359	54^	257	189	37^	187	97	54^	43^	70^	27^	818	430	388	295	523	282	241	313	210
MUPPET BABIES II					A	3.5	19	310	1349	87^	275	227	41v	179^	83^	9v	74^	66^	17v	812	388	424	310	503	224	278	282	221
SAT	9.00A	30	CBS	8	B	3.5	18	310	1335	57^	261	204	41^	170	106	55^	51^	82^	24v	797	406	392	329	469	238	231	272	197
	206	97	CA	49	C	4.4	19	386	1411	56^	256	194	39^	173	103	54^	49^	73	30^	879	456	422	343	536	282	254	321	215
MUPPET BABIES III					A	4.3	19	381	1300	64^	257	197	35v	151^	107^	14v	93^	85^	22v	784	341	443	331	453	185	268	250	203
SAT	9.30A	30	CBS	8	B	4.2	19	375	1378	58^	269	214	50^	166	113	57^	56^	84	29^	831	401	430	359	472	227	244	275	196
	206	97	CA	49	C	4.9	19	433	1446	62	265	208	44^	175	113	60	53^	79	34^	893	463	430	365	528	276	253	317	212
MY PET MONSTER					A	2.6	14	230	1419	85^	276	239^	30v	171^	84^	48v	35v	44v	40v	888	360	528	337	551	230^	321	313	239^
SAT	9.00A	30	ABC	8	B	2.9	15	255	1343	94^	275	216	68^	212	129	73^	56^	73^	56^	728	373	355	315	412	210	203	237	175
	205	98	CA	48	C	3.3	15	296	1417	73^	270	221	56^	190	153	76^	77^	105	49^	804	415	389	314	490	262	227	255	234
NEW ARCHIES					A	3.3	12	292	1422	151^	396	322	117^	278	160^	61^	99^	86^	74^	589	267	322	232	357	155^	202^	185^	172^
SAT	11.30A	30	NBC	7	B	3.4	13	305	1473	161	377	307	100^	202	226	94^	133	127	99^	667	334	333	277	390	187	203	193	197
	185	93	CA	47	C	4.2	15	370	1495	169	372	307	95	204	263	111	153	155	108	656	311	344	284	372	179	193	182	190
PEE WEE'S PLAYHOUSE					A	5.3	21	470	1471	97^	327	265	51^	176	124^	33v	91^	94^	31v	844	378	465	397	447	184	263	295	152
SAT	10.00A	30	CBS	8	B	5.0	20	440	1443	79	302	248	51^	188	103	40^	63^	71	32^	850	389	461	394	456	204	252	282	174
	210	99	CL	49	C	5.8	21	510	1495	84	302	245	49^	210	118	49^	70	80	39^	864	426	438	392	473	227	246	290	183
POPEYE & SON					A	4.0	15	354	1534	98^	398	313	62^	204	161^	69^	91^	113^	48^	772	339	433	284	487	226	262	314	174^
SAT	11.00A	30	CBS	8	B	3.9	15	346	1501	102	350	272	65^	193	167	82^	85	114	53^	791	406	384	326	464	243	221	266	199
	195	95	CA	46	C	3.9	14	344	1525	107	340	261	75	221	189	95	94	122	67^	775	423	352	336	438	241	197	233	205
REAL GHOSTBUSTERS I					A	4.3	17	381	1557	99^	358	293	83^	265	146^	102^	44^	96^	50^	789	418	371	318	471	245	226	267	203
CONT'D																												

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM NAME / DAY	TIME #STNS	DUR CVG%	NET TYPE	NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN 15-24	WOMEN TOTAL	WOMEN 18-49	MEN 15-24	MEN TOTAL	TEENS TOTAL 12-17	TEENS MALE 12-17	TEENS FEM. 12-17	TEENS TOT. 12-14	TEENS TOT. 15-17	CHILDREN TOTAL 2-11	CHILDREN MALE 2-11	CHILDREN FEM. 2-11	CHILDREN TOT. 2-5	CHILDREN TOT. 6-11	CHILDREN MALE 6-11	CHILDREN FEM. 6-11	CHILDREN TOT. 6-8	CHILDREN TOT. 9-11
WEEKEND DAYTIME CHILDREN CONT'D																												
REAL GHOSTBUSTERS I-CONT'D																												
SAT	10.00A	30	ABC	8	B	4.2	17	374	1413	117	308	252	86	229	184	108	77	115	69^	691	403	288	299	392	235	158	220	173
	207	98	CA	28	C	4.3	16	384	1457	111	323	260	89	238	198	108	90	124	74	698	426	272	298	400	254	146	223	177
REAL GHOSTBUSTERS II					A	4.6	18	408	1593	136^	376	312	112^	274	171	104^	67^	111^	60^	772	422	350	352	420	228	192	268	152^
SAT	10.30A	30	ABC	8	B	4.7	18	420	1474	126	310	255	102	262	200	115	85	125	75	701	410	291	300	402	238	163	225	176
	207	98	CA	28	C	5.0	18	440	1490	123	326	265	108	261	220	121	99	133	86	684	414	270	289	395	250	145	218	177
SMURFS I					A	2.8	18	248	1290	68^	408	309	28v	214^	77^	52v	25v	65v	12v	591	340	251^	294	298	177^	121^	192^	106^
SAT	8.30A	30	NBC	7	B	3.0	19	268	1329	86^	397	318	69^	241	117^	54^	64^	69^	48^	574	312	261	248	326	178	148	186	140
	205	99	CA	49	C	4.1	22	363	1364	80	334	271	56^	209	150	73	76	99	50^	672	362	309	269	403	222	181	215	189
SMURFS II					A	3.6	19	319	1379	124^	439	377	62^	199^	125^	78^	47v	115^	10v	616	315	301	317	299	155^	143^	191^	108^
SAT	9.00A	30	NBC	7	B	3.9	20	344	1351	126	411	339	74^	238	129	58^	71^	79^	51^	573	296	277	263	311	164	147	176	134
	205	99	CA	49	C	5.2	23	461	1384	107	359	294	65	224	160	73	87	104	55	642	341	301	271	372	204	167	201	171
SMURFS III					A	4.4	19	390	1365	154^	432	381	74^	182	153^	62^	91^	108^	45^	599	287	312	293	306	137^	169	180	126^
SAT	9.30A	30	NBC	7	B	4.6	21	409	1343	136	405	342	75^	212	142	61^	82^	87	56^	584	293	292	276	308	155	154	170	138
	205	99	CA	49	C	5.9	23	523	1419	124	368	309	73	222	181	81	100	115	66	648	331	316	271	376	198	179	200	176
TEEN WOLF					A	3.4	13	301	1478	130^	333	297	63^	258	186^	68^	119^	149^	37v	700	369	332	225	475	272	204^	283	192^
SAT	12.00N	30	CBS	8	B	3.7	14	323	1486	131	340	265	92	234	224	110	114	143	81^	687	377	310	248	439	243	196	235	204
	173	85	CA	31	C	3.2	11	286	1538	146	369	283	100	254	235	117	118	140	95	680	362	318	275	405	225	181	202	203

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PROGRAM AUDIENCE ESTIMATES (Alpha)

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PROGRAM NAME / DAY TIME DUR NET OF / #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORKING WOM. 18+	WOMEN TOTAL	WOMEN 18-49	WOMEN 21+	WOMEN 25-54	MEN TOTAL	MEN 18-24	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 21-54	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS MALE 12-17	CHD TOT. 2-11
WEEKEND DAYTIME SPORTS																								
ABC WIDE WORLD-SPORTS SAT	A	4.2	13	372	1453	172	568	270	538	254	614	80^	218	367	592	345	391	287	334	279	201	126^	65^	145^
SAT 4.00P 120 ABC 6	B	3.9	12	348	1419	190	535	280	513	259	654	89^	239	396	625	367	412	307	353	298	212	100	54^	130
213 99 SA 28	C	5.0	14	447	1448	200	596	270	581	275	650	64	194	350	625	324	384	285	345	315	241	84	47^	118
4.00 - 4.30	A	3.5	11	310	1404	172^	566	255	547	257	535	53v	170^	328	512	305	349	275	319	257	163^	145^	83^	157^
4.30 - 5.00	A	4.0	12	354	1394	165^	544	248	516	242	594	86^	228	380	573	359	396	294	331	256	177^	113^	55^	143^
5.00 - 5.30	A	4.8	14	425	1435	161	549	280	519	253	619	81^	227	364	597	343	393	283	333	275	204	124^	68^	144^
5.30 - 6.00	A	4.7	13	416	1496	183	584	278	545	251	660	89^	228	371	637	349	400	282	333	306	238	120^	52^	132^
COCA-COLA/OLYMPIC TRIALS(S)	A	3.9	12	346	1413	164^	569	309	539	282	574	45v	221	362	565	353	452	317	416	292	112^	124^	70^	147^
SUN 3.00P 120 ABC																								
184 94 SE																								
3.00 - 3.30	A	3.2	10	284	1440	157^	547	283	512	286	605	57v	245	389	597	381	493	332	444	299	105^	144^	68^	144^
3.30 - 4.00	A	3.8	12	337	1430	156^	527	301	488	271	594	37v	235	382	580	368	471	345	448	300	109^	144^	84^	165^
4.00 - 4.30	A	3.8	12	337	1461	168^	598	321	573	295	573	42v	209	358	564	350	458	315	423	303	107^	118^	79^	172^
4.30 - 5.00	A	4.6	14	408	1404	180	618	336	595	290	561	48^	211	347	554	340	424	299	383	284	130^	105^	57^	120^
INTERNATIONAL GOLF-SAT(S)	A	3.6	11	319	1317	144^	547	161^	546	180^	636	37v	134^	271	620	254	289	234	269	309	331	23v	8v	110^
SAT 4.00P 120 CBS																								
206 99 SE																								
4.00 - 4.30	A	3.0	10	266	1386	142^	550	204^	547	228^	627	57v	150^	256	616	245	297	199^	251	276	318	34v	10v	176^
4.30 - 5.00	A	3.6	11	319	1344	150^	547	184^	546	206	642	46v	142^	301	622	281	315	256	290	317	307	26v	6v	130^
5.00 - 5.30	A	3.9	12	346	1323	153^	559	145^	558	167^	670	35v	133^	286	648	263	293	251	281	329	354	19v	5v	75^
5.30 - 6.00	A	3.7	11	328	1300	136^	563	127^	563	138^	636	15v	123^	251	625	239	268	236	265	323	357	18v	13v	82^
INTERNATIONAL GOLF-SUN(S)	A	3.9	12	346	1337	139^	488	130^	475	120^	772	41v	160^	314	738	280	340	273	333	380	397	22v	17v	56^
SUN 3.00P 180 CBS																								
209 99 SE																								
3.00 - 3.30	A	3.0	10	266	1406	194^	528	197^	490	152^	750	58v	153^	343	707	300	394	285	379	406	313	21v	19v	107^
3.30 - 4.00	A	3.4	11	301	1322	122^	439	104^	418	93^	789	36v	146^	321	754	286	352	285	351	399	402	17v	12v	78^
4.00 - 4.30	A	4.1	13	363	1267	115^	425	99^	411	93^	764	30v	136^	290	741	267	317	261	311	383	424	35v	31v	42v
4.30 - 5.00	A	4.3	13	381	1325	128^	467	107^	466	108^	789	33v	152^	311	757	278	335	277	334	408	422	23v	21v	46^
5.00 - 5.30	A	4.2	12	372	1328	149^	518	139^	517	139^	749	39v	179	305	719	274	326	265	318	344	392	15v	12v	45^
5.30 - 6.00	A	4.4	12	390	1390	140^	548	146^	536	135^	783	54^	187	324	743	283	335	270	322	353	407	21v	9v	37v
INTERNATIONAL RACE CHAMPS(S)	A	3.4	10	301	1501	191^	528	230	526	256	704	71^	211	414	677	386	475	343	432	363	201^	131^	62^	137^
SUN 5.00P 60 ABC																								
186 93 SE																								
5.00 - 5.30	A	3.3	10	292	1461	181^	535	232	534	257	682	73^	215^	403	660	381	471	330	420	351	190^	120^	47v	123^
5.30 - 6.00	A	3.4	9	301	1584	205^	536	235	533	262	747	72^	214	437	712	402	494	365	456	385	219	146^	79^	155^
NBC MAJOR LEAGUE PRE GAME	A	4.6	17	408	1447	99^	379	180	363	147^	747	105^	314	431	688	372	432	326	386	257	256	123^	92^	199
SAT 2.00P 17 NBC 8	B	4.4	16	386	1374	120	422	189	402	161	640	79	239	361	607	328	364	281	317	231	244	122	79	190
CONT'D																								

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PROGRAM AUDIENCE ESTIMATES (Alpha)

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PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORKING WOM. 18+	WOMEN TOTAL	WOMEN 18-49	WOMEN 21+	WOMEN 25-54	MEN TOTAL	MEN 18-24	MEN 18-34	MEN 18-49	MEN 21+	MEN 21-49	MEN 21-54	MEN 25-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOT. 12-17	TEENS MALE 12-17	CHD TOT. 2-11
WEEKEND DAYTIME SPORTS CONT'D																								
NBC MAJOR LEAGUE PRE GAME-CONT'D																								
204 99 SC 20	C	4.0	15	353	1361	134	427	211	406	184	614	83	235	356	580	323	362	273	312	224	219	135	93	185
NBC MAJOR LEAGUE BASEBALL	A	6.8	22	602	1363	112	401	146	398	139	793	92^	242	416	757	380	441	324	385	323	316	85^	68^	85^
SAT 2.17P 208 NBC 8	B	6.3	21	560	1368	119	429	159	419	157	737	64	216	375	714	352	399	311	359	296	315	83	61	118
204 99 SE 20	C	5.7	19	501	1366	123	439	174	426	166	726	63	214	362	703	339	389	299	348	292	315	91	66	111
OAKLAND VS BOSTON																								
HOUSTON VS PITTSBURG																								
2.00 - 2.30	A	5.1	18	452	1463	89^	422	206	409	179	784	107^	293	429	725	370	431	322	382	286	294	117^	89^	141
2.30 - 3.00	A	6.5	23	576	1384	85^	383	145	380	139	790	92^	258	427	751	388	448	335	396	312	303	106^	83^	105^
3.00 - 3.30	A	7.1	24	629	1327	84^	364	116	364	120	792	97^	243	411	748	367	434	315	382	320	314	103	83^	67^
3.30 - 4.00	A	7.2	24	638	1360	104	392	129	392	133	790	73^	226	388	761	359	429	315	385	324	332	100	82^	78^
4.00 - 4.30	A	7.0	23	620	1395	116	406	147	404	134	813	84^	245	419	777	383	452	335	403	341	326	90^	69^	85^
4.30 - 5.00	A	6.6	21	585	1394	131	416	151	415	136	823	91^	234	431	793	402	463	341	403	351	329	71^	57^	85^
5.00 - 5.30	A	6.5	20	576	1365	149	438	173	433	159	787	95^	239	438	758	409	450	343	385	328	308	55^	42^	84^
5.30 - 6.00	A	5.1	15	452	1415	147	482	186	473	185	805	114^	280	460	765	420	458	345	383	294	307	33v	29v	96^
SPORTSWORLD	A	3.4	10	301	1441	160^	453	255	431	240	809	133^	330	528	758	477	541	395	459	361	218	64^	57^	115^
SUN 4.00P 120 NBC 7	B	4.0	12	351	1448	202	504	292	478	266	721	105	315	486	687	452	512	381	441	321	174	102	75^	120
195 97 SA 21	C	3.5	10	314	1437	196	494	275	470	253	707	90	275	461	677	431	492	370	432	333	185	112	71^	124
4.00 - 4.30	A	3.0	9	266	1414	138^	464	261	440	251	786	132^	365	561	743	517	568	429	479	321	175^	56v	50v	108^
4.30 - 5.00	A	3.2	10	284	1445	157^	425	244	402	222^	868	163^	371	596	806	534	590	432	488	397	217^	54v	54v	98^
5.00 - 5.30	A	3.5	10	310	1496	179^	453	271	433	249	826	138^	330	526	763	462	538	388	463	386	225	65^	62^	151^
5.30 - 6.00	A	3.8	11	337	1447	166^	480	251	459	242	784	107^	277	461	746	423	496	353	426	351	250	77^	63^	106^

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG.15-21,1988

PROGRAM NAME / DAY TIME DUR NET NO. OF / #STNS CVG% TYPE T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS (2+)	WORKING WOM. 18+	WOMEN TOTAL	W 18-34	W 18-49	W 21+	W 25-49	W 25-54	W 35-64	W 55+	MEN TOTAL	M 18-34	M 18-49	M 21+	M 21-49	M 25-49	M 25-54	M 35-64	M 55+	TEENS TOT. 12-17
WEEKEND DAYTIME OTHER																								
BUSINESS WORLD	A	1.3	5	115	1298	207^	573	135v	226^	573	224^	302^	246^	268^	605	167^	276^	605	276^	273^	375^	293^	227^	81v
SUN 12.30P 30 ABC 8	B	1.3	5	112	1298	196^	605	124^	230^	587	196^	253^	277	317	592	180^	286	577	271	240^	311	270	235^	59v
133 73 N 41	C	1.2	4	108	1304	188^	593	124^	247	584	220^	258	274	307	606	161^	296	594	284	258	327	296	242	34v
FACE THE NATION	A	2.9	11	257	1206	201^	567	134^	237^	555	199^	227^	217^	302	538	176^	269	520	251	227^	280	207^	216^	57v
SUN 10.30A 30 CBS 8	B	2.5	10	219	1293	197	623	122^	225	614	190	235	280	352	564	155	251	554	241	220	265	242	268	39^
153 87 CC 48	C	2.4	8	212	1307	209	651	105^	221	642	191	233	290	388	572	134	257	562	246	222	265	245	273	26v
HEALTH SHOW	A	1.9	7	168	1346	280^	644	226^	334^	624	258^	304^	273^	264^	419	140^	315^	417	313^	287^	288^	224^	103^	88v
SAT 12.30P 30 ABC 7	B	1.7	6	149	1394	190^	581	208^	324	560	251	296	221^	212^	408	158^	272	399	263	220^	248	193^	108^	118^
155 82 N 36	C	1.8	6	156	1375	214	590	207	333	567	255	314	259	199	398	164	265	381	248	213	242	175	103^	123^
MEET THE PRESS	A	2.5	12	222	1329	214^	679	160^	276^	665	232^	266^	265^	370	537	146^	204^	529	196^	165^	225^	243^	274^	20v
SUN 9.30A 30 NBC 7	B	2.3	10	208	1314	214	635	144^	263	618	221	253	263	340	551	136^	241	537	227	205	246	258	269	43^
165 92 CC 46	C	2.2	8	191	1321	195	647	135	234	635	199	243	255	369	547	146	253	533	238	215	266	248	244	42^
SUNDAY MORNING	A	3.9	18	346	1299	199	659	87^	254	652	232	282	333	355	558	100^	240	549	231	216	270	300	265	57^
SUN 9.00A 90 CBS 8	B	3.7	17	323	1311	237	687	115	268	682	237	297	338	360	543	124	247	538	242	225	279	283	242	24^
185 96 N 48	C	3.9	16	342	1320	227	671	109	247	666	222	275	322	371	562	119	261	556	256	235	284	291	251	20^
9.00 - 9.30	A	3.2	18	284	1277	165^	656	81^	236	654	224	267	314	376	543	109^	241	533	231	219^	274	301	247	56v
9.30 - 10.00	A	3.9	18	346	1353	208	683	76^	269	673	248	303	367	359	584	97^	247	574	237	227	294	334	270	62^
10.00 - 10.30	A	4.5	19	399	1296	219	655	101^	259	646	228	280	326	343	558	99^	237	551	230	210	253	277	279	55^
SUNDAY TODAY	A	1.8	12	159	1324	237^	664	113^	295^	644	259^	302^	351^	327^	554	117^	302^	550	298^	243^	296^	332^	200^	49v
SUN 8.00A 90 NBC 8	B	1.8	12	156	1219	234	629	126^	311	614	283	312	335	289	496	113^	269	487	260	241	269	285	199	29v
128 89 N 48	C	1.8	10	163	1244	208	591	139^	261	577	227	271	275	286	528	159	292	520	284	247	295	267	188	36v
8.00 - 8.30	A	1.4	13	124	1281	224^	665	78v	272^	639	238^	293^	371^	338^	564	96v	328^	563	327^	278^	305^	353^	209^	43v
8.30 - 9.00	A	2.0	14	177	1265	256^	648	105^	283^	631	251^	302^	360	314^	570	114^	303^	562	295^	239^	300^	345^	206^	36v
9.00 - 9.30	A	2.2	12	195	1285	206^	617	132^	294^	602	257^	279^	298^	301^	484	123^	258^	482	256^	203^	259^	278^	170^	60v
THIS WEEK-DAVID BRINKLEY	A	3.8	13	337	1360	147^	670	84^	175^	668	158^	205	218	449	592	103^	185^	588	181^	168^	241	224	334	36v
SUN 11.30A 60 ABC 8	B	3.2	11	287	1323	139	642	82^	168	626	141	183	219	432	600	123	225	594	219	199	243	233	331	33^
201 99 N 41	C	3.2	11	283	1337	150	665	81^	177	653	151	186	256	453	582	118	246	572	236	215	260	241	291	35^
11.30 - 12.00	A	3.6	13	319	1354	140^	682	81^	181^	682	166^	209	219	459	560	87^	164^	553	156^	142^	212	199	327	48v
12.00 - 12.30	A	4.0	14	354	1366	153^	659	87^	169^	655	150^	201	217	440	621	117^	204	621	204	190	268	246	339	25v

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. AUG. 15, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	49.3	50.3	49.4	50.3	50.4	51.9	52.5	53.4	53.5	54.6	55.3	55.7	55.5	54.8	53.8	51.9
ABC TV					← REMO WILLIAMS (PAE) →				← '88 VOTE:REP CONV 9:00-MO (9:00-11:46)(PAE)							
AVERAGE AUDIENCE (Hhlds (000) & %)					5,760 6.5	6.0 *		7.0 *	6,020 6.8	6.2 *		5.9 *		6.6 *		6.8 *
SHARE AUDIENCE %					13	12 *		13 *	13	12 *		11 *		12 *		13 *
AVG. AUD. BY 1/4 HR %					6.0	6.1	6.8	7.2	6.4	6.1	5.9	5.8	6.6	6.6	6.7	7.0
CBS TV					NEWHART (R)		CAVANAUGHS (PAE)		← CAMPAIGN'88/CONVENTION-MO REPUBLICAN-MONDAY (9:00-11:55)(PAE)							
AVERAGE AUDIENCE (Hhlds (000) & %)					6,290 7.1		5,320 6.0		5,320 6.0	5.9 *		5.5 *		5.3 *		6.1 *
SHARE AUDIENCE %					14		11		12	11 *		10 *		10 *		11 *
AVG. AUD. BY 1/4 HR %					6.9	7.3	6.0	5.9	6.1	5.7	5.5	5.6	5.2	5.3	5.8	6.5
NBC TV					ALF (R)		HOGAN FAMILY (R)		← DECISION '88-REP CONV-MON (9:00-11:40)(PAE)							
AVERAGE AUDIENCE (Hhlds (000) & %)					9,570 10.8		9,040 10.2		6,290 7.1	6.7 *		5.9 *		6.5 *		7.6 *
SHARE AUDIENCE %					21		20		13	13 *		11 *		12 *		14 *
AVG. AUD. BY 1/4 HR %					10.0	11.5	9.8	10.5	6.9	6.5	6.0	5.7	6.0	6.9	7.3	7.8

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30
INDEPENDENTS (INCL. SUPERSTATIONS)								
AVERAGE AUDIENCE	14.8	15.1	15.0	16.6	21.0	22.5	20.5	18.2
SHARE AUDIENCE %	30	30	29	31	39	41	37	34
SUPERSTATIONS								
AVERAGE AUDIENCE	3.6	3.7	3.8	4.2	4.8	5.2	4.4	3.5
SHARE AUDIENCE %	7	7	7	8	9	9	8	7
PBS								
AVERAGE AUDIENCE	1.5	2.3	3.0	3.0	3.1	3.3	2.7	2.4
SHARE AUDIENCE %	3	5	6	6	6	6	5	5
CABLE ORIG.								
AVERAGE AUDIENCE	5.8	6.4	7.1	8.4	9.4	9.8	10.0	9.7
SHARE AUDIENCE %	12	13	14	16	17	18	18	18
PAY SERVICES								
AVERAGE AUDIENCE	2.8	3.0	3.0	2.9	5.1	5.9	6.6	5.5
SHARE AUDIENCE %	6	6	6	5	9	11	12	10

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. AUG.16, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	48.8	49.3	49.4	50.4	50.1	51.7	53.0	54.5	53.5	54.6	55.5	54.7	54.0	52.9	50.9	48.6
ABC TV					WHO'S THE BOSS? (R)		FULL HOUSE-TUE (R)(PAE)		'88 VOTE:REP CONV 9:00-TU (9:00-11:47)(PAE)							
AVERAGE AUDIENCE (Hhlds (000) & %)					8,950		9,570		5,670							
					10.1		10.8		6.4	6.8 *		5.9 *		6.2 *		6.1 *
SHARE AUDIENCE %					20		20		13	13 *		11 *		12 *		12 *
AVG. AUD. BY 1/4 HR %					9.3	11.0	10.6	11.0	7.4	6.2	5.9	6.0	6.1	6.4	6.3	5.9
CBS TV					CBS SUMMER PLAYHOUSE ROUGHHOUSE/OFF DUTY (PAE)				CAMPAIGN'88/CONVENTION-TU REPUBLICAN-TUESDAY (9:00-11:51)(PAE)							
AVERAGE AUDIENCE (Hhlds (000) & %)					4,340				4,610							
					4.9	5.2 *		4.7 *	5.2	4.8 *		5.0 *		5.2 *		5.1 *
SHARE AUDIENCE %					9	10 *		9 *	10	9 *		9 *		10 *		10 *
AVG. AUD. BY 1/4 HR %					5.4	5.0	4.8	4.6	4.8	4.8	5.0	5.1	5.3	5.0	4.9	5.3
NBC TV					MATLOCK (R)				DECISION '88-REP CONV-TUE (9:00-11:47)(PAE)							
AVERAGE AUDIENCE (Hhlds (000) & %)					9,570				5,230							
					10.8	10.2 *		11.4 *	5.9	7.1 *		6.3 *		5.2 *		5.1 *
SHARE AUDIENCE %					21	20 *		21 *	12	14 *		12 *		10 *		10 *
AVG. AUD. BY 1/4 HR %					9.7	10.7	11.4	11.5	7.1	7.1	6.5	6.0	5.3	5.1	4.9	5.4

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30
INDEPENDENTS (INCL. SUPERSTATIONS)								
AVERAGE AUDIENCE	14.9	14.9	14.5	15.6	19.8	21.5	20.2	18.5
SHARE AUDIENCE %	30	30	28	29	37	39	38	37
SUPERSTATIONS								
AVERAGE AUDIENCE	3.2	3.4	3.6	3.9	4.4	4.7	4.1	4.1
SHARE AUDIENCE %	7	7	7	7	8	9	8	8
PBS								
AVERAGE AUDIENCE	1.6	2.1	2.3	2.7	3.2	3.3	2.4	2.0
SHARE AUDIENCE %	3	4	5	5	6	6	4	4
CABLE ORIG.								
AVERAGE AUDIENCE	6.0	6.8	6.8	7.6	9.9	9.9	9.9	9.7
SHARE AUDIENCE %	12	14	13	14	18	18	19	20
PAY SERVICES								
AVERAGE AUDIENCE	2.6	2.7	2.6	3.1	5.7	6.1	6.6	5.2
SHARE AUDIENCE %	5	5	5	6	11	11	12	10

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. AUG.17, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	49.1	49.4	48.9	49.8	49.6	50.9	52.1	54.2	54.5	55.0	55.2	55.2	53.5	52.8	51.6	49.8
ABC TV					GROWING PAINS (R)		HEAD OF THE CLASS (R)		← '88 VOTE:REP CONV 9:00-WE (9:00-12:14)(PAE) →							
AVERAGE AUDIENCE (Hhlds (000) & %)					8,420		8,770		5,400							
					9.5		9.9		6.1	7.6 *		6.0 *		6.0 *		6.0 *
SHARE AUDIENCE %					19		19		12	14 *		11 *		11 *		12 *
AVG. AUD. BY 1/4 HR %					9.1	9.9	9.7	10.1	8.3	6.8	6.4	5.6	5.9	6.1	6.0	5.9
CBS TV					← JAKE AND THE FATMAN (R)(PAE) →				← CAMPAIGN'88/CONVENTION-WE REPUBLICAN-WEDNESDAY (9:00-12:13)(PAE) →							
AVERAGE AUDIENCE (Hhlds (000) & %)					6,910				4,700							
					7.8	7.5 *		8.0 *	5.3	5.5 *		5.8 *		5.3 *		5.4 *
SHARE AUDIENCE %					15	15 *		15 *	11	10 *		11 *		10 *		11 *
AVG. AUD. BY 1/4 HR %					7.3	7.6	8.0	8.1	5.7	5.3	5.2	6.4	5.6	5.0	5.4	5.3
NBC TV					LOVERS, PARTNERS & SPIES				← DECISION '88-REP CONV-WED (9:00-12:21)(PAE) →							
AVERAGE AUDIENCE (Hhlds (000) & %)					5,320				4,700							
					6.0	5.9 *		6.0 *	5.3	5.4 *		5.4 *		4.8 *		5.0 *
SHARE AUDIENCE %					12	12 *		12 *	11	10 *		10 *		9 *		10 *
AVG. AUD. BY 1/4 HR %					6.0	5.9	6.0	6.1	5.3	5.4	5.5	5.4	5.1	4.5	4.8	5.2
INDEPENDENTS (INCL. SUPERSTATIONS)																
AVERAGE AUDIENCE	14.2		13.9		14.6		15.7		20.8		21.7		19.6		18.4	
SHARE AUDIENCE %	29		28		29		30		38		39		37		36	
SUPERSTATIONS																
AVERAGE AUDIENCE	3.3		2.9		3.1		3.4		4.5		4.3		4.1		4.4	
SHARE AUDIENCE %	7		6		6		6		8		8		8		9	
PBS																
AVERAGE AUDIENCE	1.6		2.4		2.5		2.3		2.9		3.1		2.6		2.4	
SHARE AUDIENCE %	3		5		5		4		5		6		5		5	
CABLE ORIG.																
AVERAGE AUDIENCE	5.7		6.6		7.0		8.1		10.1		10.1		10.6		9.2	
SHARE AUDIENCE %	12		13		14		15		18		18		20		18	
PAY SERVICES																
AVERAGE AUDIENCE	3.1		3.9		4.4		5.2		7.0		7.1		6.8		6.4	
SHARE AUDIENCE %	6		8		9		10		13		13		13		13	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. AUG. 18, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	47.5	48.9	49.3	50.3	50.7	52.5	53.6	55.0	55.4	56.2	56.5	57.0	55.4	54.5	51.9	50.4
ABC TV					LONER (PAE) ← →				'88 VOTE:REP CONV 9:00-TH (9:00-11:31)(PAE) ← →							
AVERAGE AUDIENCE (Hhlds (000) & %)					6,200 7.0	6.9 *		7.1 *	6,910 7.8	6.5 *		7.1 *		8.2 *		8.2 *
SHARE AUDIENCE %					13	13 *		13 *	15	12 *		13 *		15 *		15 *
AVG. AUD. BY 1/4 HR %					6.9	6.8	7.1	7.1	6.6	6.4	6.8	7.4	8.1	8.3	8.0	8.4
CBS TV					CAMPAIGN'88/CONVENTION-TH REPUBLICAN-THURSDAY (8:00-11:27)(PAE) ← →											
AVERAGE AUDIENCE (Hhlds (000) & %)					5,490 6.2	5.0 *		5.3 *		6.3 *		6.5 *		6.5 *		7.3 *
SHARE AUDIENCE %					12	10 *		10 *		12 *		12 *		12 *		14 *
AVG. AUD. BY 1/4 HR %					5.2	4.8	5.0	5.6	6.1	6.5	6.6	6.4	6.4	6.6	7.0	7.6
NBC TV					BILL COSBY SHOW (R)		A DIFFERENT WORLD (R)		DECISION '88-REP CONV-THU (9:00-11:29)(PAE) ← →							
AVERAGE AUDIENCE (Hhlds (000) & %)					13,560 15.3		12,670 14.3		6,200 7.0	7.7 *		7.0 *		6.5 *		7.1 *
SHARE AUDIENCE %					29		26		13	14 *		13 *		12 *		13 *
AVG. AUD. BY 1/4 HR %					14.0	16.5	14.3	14.3	8.1	7.4	7.3	6.6	6.6	6.3	6.9	7.3

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30
INDEPENDENTS (INCL. SUPERSTATIONS)								
AVERAGE AUDIENCE	14.5	14.8	14.3	15.2	19.3	19.8	18.1	16.2
SHARE AUDIENCE %	30	30	28	28	35	35	33	32
SUPERSTATIONS								
AVERAGE AUDIENCE	3.3	3.7	3.8	4.3	5.2	5.1	4.7	4.0
SHARE AUDIENCE %	7	7	7	8	9	9	9	8
PBS								
AVERAGE AUDIENCE	1.5	1.9	2.3	2.6	3.6	3.5	3.0	2.8
SHARE AUDIENCE %	3	4	4	5	6	6	5	5
CABLE ORIG.								
AVERAGE AUDIENCE	5.6	6.5	7.5	8.4	10.0	10.2	9.4	8.4
SHARE AUDIENCE %	12	13	15	15	18	18	17	16
PAY SERVICES								
AVERAGE AUDIENCE	2.3	2.5	2.8	3.0	4.8	5.4	5.9	4.4
SHARE AUDIENCE %	5	5	5	6	9	10	11	9

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. FRI. AUG. 19, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
HUT	43.4	43.5	43.3	44.5	43.9	45.3	46.9	48.1	48.4	49.7	50.8	51.3	51.3	51.5	50.9	49.5		
ABC TV					PERFECT STRANGERS (R)		FULL HOUSE (R)		MR. BELVEDERE (R)		I MARRIED DORA (R)(PAE)		←—— 20/20 ——→					
AVERAGE AUDIENCE (Hhlds (000) & %)					8,950		9,210		9,040		8,150		9,300					
					10.1		10.4		10.2		9.2		10.5	10.7 *		10.2 *		
SHARE AUDIENCE %					23		22		21		18		21	21 *		20 *		
AVG. AUD. BY 1/4 HR %					9.5	10.6	10.0	10.7	10.1	10.4	9.1	9.4	10.5	10.9	10.5	10.0		
CBS TV					←— BEAUTY & THE BEAST (R) —→				←—— CBS FRIDAY MOVIE CHILD'S CRY (R)(PAE) ——→									
AVERAGE AUDIENCE (Hhlds (000) & %)					7,620				10,100									
					8.6	8.0 *		9.3 *	11.4	9.5 *		10.7 *		12.2 *		13.0 *		
SHARE AUDIENCE %					19	18 *		20 *	23	19 *		21 *		24 *		26 *		
AVG. AUD. BY 1/4 HR %					7.8	8.2	9.1	9.4	9.2	9.9	10.6	10.8	11.9	12.6	13.0	13.0		
NBC TV					SPORTSWORLD 10TH ANNIV.				←—— NFL PRE-SEAS FTBL-NBC-FRI DENVER VS MIAMI (9:00-12:23)(PAE) ——									
AVERAGE AUDIENCE (Hhlds (000) & %)					4,080				6,820									
					4.6	4.8 *		4.4 *	7.7	6.3 *		7.6 *		7.7 *		8.1 *		
SHARE AUDIENCE %					10	11 *		9 *	17	13 *		15 *		15 *		16 *		
AVG. AUD. BY 1/4 HR %					5.2	4.5	4.5	4.3	6.0	6.7	7.4	7.9	8.2	7.2	7.7	8.4		

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30
INDEPENDENTS (INCL. SUPERSTATIONS)								
AVERAGE AUDIENCE	11.7	11.6	11.5	11.9	11.5	12.2	10.5	9.9
SHARE AUDIENCE %	27	26	26	25	23	24	20	20
SUPERSTATIONS								
AVERAGE AUDIENCE	2.2	2.3	2.6	2.6	2.6	2.8	2.2	2.2
SHARE AUDIENCE %	5	5	6	5	5	5	4	4
PBS								
AVERAGE AUDIENCE	1.4	2.2	2.7	2.1	1.9	2.2	1.9	1.8
SHARE AUDIENCE %	3	5	6	4	4	4	4	4
CABLE ORIG.								
AVERAGE AUDIENCE	5.4	5.3	5.8	6.2	6.0	6.0	5.8	5.7
SHARE AUDIENCE %	12	12	13	13	12	12	11	11
PAY SERVICES								
AVERAGE AUDIENCE	1.7	2.1	2.7	3.1	3.6	4.1	4.6	4.1
SHARE AUDIENCE %	4	5	6	7	7	8	9	8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. AUG.20, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	37.2	38.6	39.0	40.0	43.6	44.9	46.3	47.6	48.5	49.2	48.7	48.7	47.1	46.7	46.4	45.3	43.8	41.1
ABC TV					SUPERCARRIER (R)				DAKOTA'S WAY (PAE)				SPENSER: FOR HIRE (R)					
AVERAGE AUDIENCE (Hhlds (000) & %)					4,700				5,490				6,020					
					5.3	4.8 *		5.8 *	6.2	5.9 *		6.5 *	6.8	6.6 *		7.0 *		
SHARE AUDIENCE %					12	11 *		12 *	13	12 *		13 *	15	14 *		15 *		
AVG. AUD. BY 1/4 HR %					4.9	4.8	5.6	6.1	5.9	5.9	6.5	6.4	6.6	6.7	6.8	7.2		
CBS TV					FRANK'S PLACE (R)(PAE)				TOUR OF DUTY (R)				NFL PRE-SEASON FTBL. WASHINGTON VS LA RAIDERS (10:00-1:11)(PAE)					
AVERAGE AUDIENCE (Hhlds (000) & %)					4,340				4,870				5,580					
					4.9	4.8 *		5.0 *	5.5	5.1 *		6.0 *	6.3	7.0 *		7.1 *		6.7 *
SHARE AUDIENCE %					11	11 *		11 *	11	11 *		12 *	16	15 *		15 *		15 *
AVG. AUD. BY 1/4 HR %					4.6	4.9	4.9	5.0	4.9	5.2	5.8	6.1	6.9	7.1	7.0	7.2	7.0	6.4
NBC TV					FACTS OF LIFE (R)		227 (R)		GOLDEN GIRLS (R)		AMEN (R)		HUNTER (R)					
AVERAGE AUDIENCE (Hhlds (000) & %)					8,680		10,280		13,380		11,520		11,340					
					9.8		11.6		15.1		13.0		12.8	12.4 *		13.2 *		
SHARE AUDIENCE %					22		25		31		27		28	26 *		29 *		
AVG. AUD. BY 1/4 HR %					9.1	10.5	11.0	12.3	14.8	15.5	12.9	13.0	12.3	12.5	13.1	13.2		
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	10.0		10.9		11.3		10.5		9.2		9.3		9.6		9.0		8.8	
SHARE AUDIENCE %	26		28		26		22		19		19		20		20		21	
SUPERSTATIONS																		
AVERAGE AUDIENCE	2.7		3.0		3.2		3.2		2.8		2.9		2.7		2.8		2.7	
SHARE AUDIENCE %	7		8		7		7		6		6		6		6		6	
PBS																		
AVERAGE AUDIENCE	2.4		2.5		3.3		3.7		2.8		3.0		3.0		2.6		1.9	
SHARE AUDIENCE %	6		6		7		8		6		6		6		6		4	
CABLE ORIG.																		
AVERAGE AUDIENCE	6.0		5.7		5.3		5.1		4.8		5.0		4.9		4.8		3.8	
SHARE AUDIENCE %	16		14		12		11		10		10		10		10		9	
PAY SERVICES																		
AVERAGE AUDIENCE	2.7		2.8		4.1		4.6		5.5		5.5		5.7		4.2		3.9	
SHARE AUDIENCE %	7		7		9		10		11		11		12		9		9	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. AUG.20, 1988

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	36.7	33.9	30.7	28.5	26.3	24.7	21.9	19.7	17.5	16.0	14.9	13.7	12.3	11.1

		11:30	11:45	12:00	12:15	12:30	12:45	1:00
ABC TV		(1)						
AVERAGE AUDIENCE (Hhlds (000) & %)	{	1,680 1.9						
SHARE AUDIENCE	%	8						
AVG. AUD. BY 1/4 HR	%	1.9						
CBS TV		← NFL PRE-SEASON FTBL. WASHINGTON VS LA RAIDERS (10:00-1:11)(PAE) →						
AVERAGE AUDIENCE (Hhlds (000) & %)	{		6.4 *		5.8 *		5.1 *	
SHARE AUDIENCE	%		16 *		17 *		17 *	
AVG. AUD. BY 1/4 HR	%	6.5	6.3	6.2	5.4	5.1	5.0	4.7
NBC TV		← SATURDAY NIGHT → (11:30-12:51)(PAE)					(PAE)	
AVERAGE AUDIENCE (Hhlds (000) & %)	{	5,580 6.3	7.5 *		5.9 *			
SHARE AUDIENCE	%	21	21 *		20 *			
AVG. AUD. BY 1/4 HR	%	8.0	7.0	6.1	5.7	5.2		

	11:30	12:00	12:30	1:00	1:30	2:00	2:30
INDEPENDENTS (INCL. SUPERSTATIONS)							
AVERAGE AUDIENCE	8.7	6.9	6.3	4.9	3.4	3.1	2.8
SHARE AUDIENCE %	25	23	25	24	20	22	24
SUPERSTATIONS							
AVERAGE AUDIENCE	2.3	1.8	1.8	1.5	0.9	0.7 ^	0.7 ^
SHARE AUDIENCE %	7	6	7	7	5	5 ^	6 ^
PBS							
AVERAGE AUDIENCE	1.8	1.2	1.1	0.7 ^	0.5 ^	0.3 ^	0.1 v
SHARE AUDIENCE %	5	4	4	3 ^	3 ^	2 ^	1 v
CABLE ORIG.							
AVERAGE AUDIENCE	3.9	3.2	2.9	2.4	2.2	2.1	1.8
SHARE AUDIENCE %	11	11	11	12	13	15	15
PAY SERVICES							
AVERAGE AUDIENCE	4.2	3.6	3.4	3.1	2.7	2.6	2.3
SHARE AUDIENCE %	12	12	13	15	16	18	20

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC WEEKEND REPORT-SAT.,ABC,(11:30-11:45)

For explanation of symbols, See page B

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. AUG.21, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	44.5	46.0	48.0	49.3	51.2	53.9	56.2	58.0	57.2	58.0	58.6	59.1	58.3	57.7	56.3	54.6	47.1	41.6
ABC TV	←DISNEY SUNDAY MOVIE→ DOWN THE LONG HILLS, PT.1 (R)				←MACGYVER→ (R)				←ABC SUNDAY NIGHT MOVIE→ LETTING GO (R)(PAE)									
AVERAGE AUDIENCE (Hhlds (000) & %)	5,580				6,380				10,280									
	6.3	5.8 *		6.7	* 7.2	6.7 *		7.7	* 11.6	10.9 *		11.7 *		11.5 *		12.0 *		
SHARE AUDIENCE %	13	13 *		14	* 13	13 *		13	* 20	19 *		20 *		20 *		22 *		
AVG. AUD. BY 1/4 HR %	5.7	5.9	6.5	6.9	6.3	7.1	7.4	8.1	10.6	11.3	11.7	11.7	11.8	11.3	12.0	12.1		
CBS TV	←60 MINUTES→				←MURDER, SHE WROTE→ (R)				←CBS SUNDAY MOVIE→ OUTRAGE (R)(PAE)									
AVERAGE AUDIENCE (Hhlds (000) & %)	13,820				13,820				13,110									
	15.6	14.9 *		16.4	* 15.6	15.1 *		16.1	* 14.8	13.8 *		14.3 *		15.4 *		15.8 *		
SHARE AUDIENCE %	33	33 *		34	* 28	29 *		28	* 26	24 *		24 *		27 *		29 *		
AVG. AUD. BY 1/4 HR %	14.3	15.5	16.2	16.5	14.9	15.4	16.1	16.1	13.9	13.7	13.9	14.6	15.1	15.6	16.0	15.6		
NBC TV	←RAGS TO RICHES→ (R)				←FAMILY TIES→ (R)				←NBC SUNDAY NIGHT MOVIE→ DRESS GRAY, PT. I (R)									
AVERAGE AUDIENCE (Hhlds (000) & %)	4,700				8,510				8,510									
	5.3	4.8 *		5.8	* 9.6	9.0 *		10.3	* 9.6	9.2 *		9.7 *		9.7 *		9.7 *		
SHARE AUDIENCE %	11	11 *		12	* 17	17 *		18	* 17	16 *		16 *		17 *		18 *		
AVG. AUD. BY 1/4 HR %	4.6	4.9	5.5	6.1	8.5	9.5	10.5	10.2	9.0	9.3	9.6	9.8	9.8	9.7	9.7	9.6		

	7:00	7:30	8:00	8:30	9:00	9:30	10:00	10:30	11:00
INDEPENDENTS (INCL. SUPERSTATIONS)									
AVERAGE AUDIENCE	11.6	12.1	12.5	12.8	11.6	11.6	9.6	8.5	6.5
SHARE AUDIENCE %	26	25	24	22	20	20	17	15	15
SUPERSTATIONS									
AVERAGE AUDIENCE	2.8	3.0	3.1	3.4	2.8	3.1	2.5	2.3	2.2
SHARE AUDIENCE %	6	6	6	6	5	5	4	4	5
PBS									
AVERAGE AUDIENCE	1.9	1.9	2.7	2.9	2.3	2.1	1.8	1.4	1.2
SHARE AUDIENCE %	4	4	5	5	4	4	3	3	3
CABLE ORIG.									
AVERAGE AUDIENCE	5.8	5.7	6.1	7.1	7.5	6.9	7.1	6.8	5.4
SHARE AUDIENCE %	13	12	12	12	13	12	12	12	12
PAY SERVICES									
AVERAGE AUDIENCE	3.8	4.0	4.5	4.9	6.7	7.7	7.7	5.3	4.6
SHARE AUDIENCE %	8	8	9	9	12	13	13	10	10

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. AUG.21, 1988

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	35.3	32.0	27.0	24.7	22.0	19.4	16.9	15.2	13.4	12.2	10.5	9.3	8.4	7.7

ABC TV

	11:30
	(1)
AVERAGE AUDIENCE (Hhlds (000) & %)	1,950
	2.2
SHARE AUDIENCE %	10
AVG. AUD. BY 1/4 HR %	2.2

CBS TV

	11:30
	CBS SUNDAY NEWS
AVERAGE AUDIENCE (Hhlds (000) & %)	2,660
	3.0
SHARE AUDIENCE %	7
AVG. AUD. BY 1/4 HR %	3.0

NBC TV

	11:30	11:45
	(2)	(PAE)
AVERAGE AUDIENCE (Hhlds (000) & %)	1,590	
	1.8	
SHARE AUDIENCE %	5	
AVG. AUD. BY 1/4 HR %	1.8	

	11:30	12:00	12:30	1:00	1:30	2:00	2:30
INDEPENDENTS (INCL. SUPERSTATIONS)							
AVERAGE AUDIENCE	6.0	5.1	4.0	3.1	2.6	1.9	1.5
SHARE AUDIENCE %	18	20	19	19	20	19	19
SUPERSTATIONS							
AVERAGE AUDIENCE	1.9	1.4	1.0	0.7 ^	0.7 ^	0.7 ^	0.5 ^
SHARE AUDIENCE %	6	5	5	4 ^	5 ^	7 ^	6 ^
PBS							
AVERAGE AUDIENCE	1.2	0.9	0.6 ^	0.4 ^	0.2 ^	0.1 v	0.1 v
SHARE AUDIENCE %	4	3	3 ^	2 ^	2 ^	1 v	1 v
CABLE ORIG.							
AVERAGE AUDIENCE	5.5	3.4	2.7	2.1	1.8	1.5	1.2
SHARE AUDIENCE %	16	13	13	13	14	15	15
PAY SERVICES							
AVERAGE AUDIENCE	4.2	3.5	3.0	2.8	2.6	2.0	1.8
SHARE AUDIENCE %	12	14	14	17	20	20	23

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC WEEKEND REPORT-SUN.,ABC,(11:30-11:45)

(2) G MICHAELS SPORTS MACHINE,NBC,(11:30-11:45)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. AUG.15-19,1988

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	7.3	8.5	9.7	11.4	13.1	14.8	15.8	16.7	17.7	19.1	20.0	20.9	21.9	23.0	23.4	23.8	22.2	23.0
ABC TV	(PAE)	(1)	(PAE)	(2)	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) (PAE)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) (PAE)									
AVERAGE AUDIENCE (Hhlds (000) & %)		1,030		1,520			2,710				2,890							
		1.2		1.7			3.1				3.3							
SHARE AUDIENCE %		14		15			19				16							
AVG. AUD. BY 1/4 HR %		1.2		1.7			3.0	3.1			3.3	3.2						
CBS TV			CBS MORNING NEWS- 6:30AM		CBS THIS MORNING-A (SUS)		CBS THIS MORNING-1		CBS THIS MORNING-B (SUS)		CBS THIS MORNING-2						FAMILY FEUD	
AVERAGE AUDIENCE (Hhlds (000) & %)			740				1,810				1,880						2,990	
			0.8				2.0				2.1						3.4	
SHARE AUDIENCE %			10				13				10						15	
AVG. AUD. BY 1/4 HR %			0.7	0.9			2.1	1.9			2.0	2.2					3.2	3.6
NBC TV	NBC NEWS AT SUNRISE (PAE)				TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) (PAE)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) (PAE)								SALE OF THE CENTURY (PAE)	
AVERAGE AUDIENCE (Hhlds (000) & %)	1,540						3,260				3,440						2,750	
	1.7						3.7				3.9						3.1	
SHARE AUDIENCE %	22						22				19						14	
AVG. AUD. BY 1/4 HR %	1.5	2.0					3.6	3.7			3.9	3.9					3.0	3.2

	6:00	6:30	7:00	7:30	8:00	8:30	9:00	9:30	10:00
INDEPENDENTS (INCL. SUPERSTATIONS)									
AVERAGE AUDIENCE	1.5	2.3	3.7	4.7	5.6	6.4	5.9	5.9	5.7
SHARE AUDIENCE %	19	22	26	29	31	31	26	25	25
SUPERSTATIONS									
AVERAGE AUDIENCE	0.6	0.7	1.2	1.5	1.7	1.9	1.7	1.9	1.6
SHARE AUDIENCE %	7	7	9	9	9	9	8	8	7
PBS									
AVERAGE AUDIENCE	<<	0.1 ^	0.4 ^	0.5	0.9	1.2	1.5	1.7	1.5
SHARE AUDIENCE %	<<	1 ^	3 ^	3	5	6	7	7	7
CABLE ORIG.									
AVERAGE AUDIENCE	1.3	1.4	1.6	1.8	1.9	2.5	2.8	3.0	2.8
SHARE AUDIENCE %	16	13	12	11	11	12	12	13	12
PAY SERVICES									
AVERAGE AUDIENCE	0.8	0.7	0.7	0.9	1.1	1.3	1.6	1.3	1.4
SHARE AUDIENCE %	10	7	5	5	6	6	7	6	6

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WORLD NEWS-MORN-615A,ABC,(6:15-6:30)
(2) ABC WORLD NEWS-MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. AUG. 15-19, 1988

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	23.4	23.9	24.2	25.1	25.5	26.6	27.9	28.7	28.8	29.6	31.0	31.8	31.5	31.5	30.5	30.7	30.4	30.6

ABC TV

ABC TV	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
Program			GROWING PAINS (M-F) (PAE)		HOME		RYAN'S HOPE		LOVING (MTTHF)(PAE)		←ALL MY CHILDREN→				←ONE LIFE TO LIVE→ (PAE)			
AVERAGE AUDIENCE (Hhlds (000) & %)			3,310		2,450		2,040		3,060		6,110				6,540			
			3.7		2.8		2.3		3.5		6.9	6.5 *		7.3 *	7.4	7.3 *		7.5 *
SHARE AUDIENCE %			15		11		8		12		22	21 *		23 *	24	24 *		24 *
AVG. AUD. BY 1/4 HR %			3.6	3.9	2.9	2.6	2.2	2.3	3.3	3.6	6.2	6.8	7.2	7.3	7.2	7.4	7.5	7.5

CBS TV

CBS TV	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
Program	NEW CARD SHARKS		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (PAE)				←YOUNG AND THE RESTLESS→ (PAE)				BOLD AND THE BEAUTIFUL		←AS THE WORLD TURNS→			
AVERAGE AUDIENCE (Hhlds (000) & %)	3,030		4,550		5,970				6,930				4,660		5,620			
	3.4		5.1		6.7				7.8	7.9 *		7.9 *	5.3		6.3	6.3 *		6.4 *
SHARE AUDIENCE %	14		21		26				27	28 *		26 *	17		21	20 *		21 *
AVG. AUD. BY 1/4 HR %	3.4	3.5	4.8	5.5	6.4	7.1			7.7	8.2	7.9	7.9	5.3	5.2	6.2	6.3	6.5	6.4

NBC TV

NBC TV	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
Program	CLASSIC CONCENTRATION		WHEEL OF FORTUNE (PAE)		WIN, LOSE OR DRAW		SUPER PASSWORD (PAE)		SCRABBLE (MTTHF)(PAE)		←DAYS OF OUR LIVES→ (PAE)				←ANOTHER WORLD→ (PAE)			
AVERAGE AUDIENCE (Hhlds (000) & %)	3,530		4,320		4,090		3,280		4,080		6,680				4,610			
	4.0		4.9		4.6		3.7		4.6		7.5	7.3 *		7.8 *	5.2	5.3 *		5.0 *
SHARE AUDIENCE %	17		19		18		13		16		24	23 *		25 *	17	17 *		17 *
AVG. AUD. BY 1/4 HR %	3.8	4.2	4.7	5.0	4.5	4.8	3.6	3.8	4.5	4.8	7.0	7.5	7.9	7.8	5.5	5.2	5.1	5.0

Other Services

	10:30	11:00	11:30	12:00	12:30	1:00	1:30	2:00	2:30
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE	5.7	5.2	5.5	5.9	6.7	6.4	7.0	6.8	6.8
SHARE AUDIENCE %	24	21	21	21	23	20	22	22	22
SUPERSTATIONS AVERAGE AUDIENCE	1.7	1.7	1.8	1.9	2.2	1.9	1.8	1.8	1.8
SHARE AUDIENCE %	7	7	7	7	7	6	6	6	6
PBS AVERAGE AUDIENCE	1.4	0.9	0.9	0.9	0.9	0.7	0.7	0.7	0.7
SHARE AUDIENCE %	6	4	3	3	3	2	2	2	2
CABLE ORIG. AVERAGE AUDIENCE	3.1	3.1	3.3	3.6	3.5	3.8	3.9	4.0	3.9
SHARE AUDIENCE %	13	13	13	13	12	12	12	13	13
PAY SERVICES AVERAGE AUDIENCE	1.3	1.4	1.3	1.6	1.7	1.6	1.5	1.5	1.4
SHARE AUDIENCE %	5	6	5	6	6	5	5	5	5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. AUG. 15-19, 1988

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45		
HUT	29.6	30.2	30.7	31.3	31.5	32.8	33.6	35.1	35.6	37.3	38.6	40.4	45.2	46.5	47.1	47.5		
ABC TV	←GENERAL HOSPITAL→								(PAE)						ABC WORLD NEWS TONIGHT			
AVERAGE AUDIENCE (Hhlds (000) & %)	6,340														7,710			
	7.2	7.1 *		7.2 *											8.7			
SHARE AUDIENCE %	24	24 *		23 *											19			
AVG. AUD. BY 1/4 HR %	7.1	7.0	7.2	7.2											8.6	8.9		
CBS TV	←GUIDING LIGHT (PAE)→							(PAE)							CBS EVENING NEWS-RATHER			
AVERAGE AUDIENCE (Hhlds (000) & %)	5,030														7,800			
	5.7	5.7 *		5.7 *											8.8			
SHARE AUDIENCE %	19	19 *		18 *											19			
AVG. AUD. BY 1/4 HR %	5.7	5.6	5.7	5.7											8.8	8.7		
NBC TV	←SANTA BARBARA (PAE)→					(PAE)			(PAE)						NBC NIGHTLY NEWS			
AVERAGE AUDIENCE (Hhlds (000) & %)	4,060														7,300			
	4.6	4.6 *		4.6 *											8.2			
SHARE AUDIENCE %	15	15 *		15 *											19			
AVG. AUD. BY 1/4 HR %	4.6	4.5	4.5	4.7											8.2	8.3		

	3:00	3:30	4:00	4:30	5:00	5:30	6:00	6:30
INDEPENDENTS (INCL. SUPERSTATIONS)								
AVERAGE AUDIENCE	7.6	8.3	8.6	9.3	9.9	10.8	13.4	14.0
SHARE AUDIENCE %	25	27	27	27	27	27	29	30
SUPERSTATIONS								
AVERAGE AUDIENCE	1.9	2.2	2.2	2.5	2.4	2.6	2.9	3.0
SHARE AUDIENCE %	6	7	7	7	7	7	6	6
[illegible]								
AVERAGE AUDIENCE	0.7	0.9	0.8	0.9	0.8	0.9	1.1	1.3
SHARE AUDIENCE %	2	3	2	3	2	2	2	3
CABLE ORIG.								
AVERAGE AUDIENCE	4.4	4.5	4.6	4.8	4.5	4.9	4.9	5.2
SHARE AUDIENCE %	15	15	14	14	12	12	11	11
PAY SERVICES								
AVERAGE AUDIENCE	1.3	1.3	1.3	1.2	1.3	1.3	1.9	2.3
SHARE AUDIENCE %	4	4	4	3	4	3	4	5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. AUG.20, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.7	7.3	8.1	9.1	10.4	12.3	14.2	16.2	17.9	19.9	21.9	23.2	24.3	25.5	25.4	25.7	26.3	26.7
ABC TV					LITTLE WIZARDS		ALL NEW POUND PUPPIES		MY PET MONSTER		FLINTSTONE KIDS		REAL GHOSTBUSTERS I		REAL GHOSTBUSTERS II		BUGS BUNNY/TWEETY SHOW I	
AVERAGE AUDIENCE (Hhlds (000)					1,060		1,680		2,300		3,010		3,810		4,080		4,610	
& %)					1.2		1.9		2.6		3.4		4.3		4.6		5.2	
SHARE AUDIENCE %					11		12		14		15		17		18		19	
AVG. AUD. BY 1/4 HR %					1.0	1.4	1.7	2.0	2.3	2.9	3.1	3.6	4.1	4.5	4.6	4.6	5.0	5.4
CBS TV					HELLO KITTY		MUPPET BABIES I		MUPPET BABIES II		MUPPET BABIES III		PEE WEE'S PLAYHOUSE		MIGHTY MOUSE		POPEYE & SON	
AVERAGE AUDIENCE (Hhlds (000)					1,510		2,300		3,100		3,810		4,700		3,370		3,540	
& %)					1.7		2.6		3.5		4.3		5.3		3.8		4.0	
SHARE AUDIENCE %					15		17		19		19		21		15		15	
AVG. AUD. BY 1/4 HR %					1.5	1.8	2.5	2.8	3.3	3.7	4.1	4.5	5.1	5.4	3.8	3.8	4.0	3.9
NBC TV					GUMMI BEARS (PAE)		SMURFS I		SMURFS II		SMURFS III (PAE)		ALF-SAT MORN (PAE)		ALVIN AND THE CHIPMUNKS		FRAGGLE ROCK	
AVERAGE AUDIENCE (Hhlds (000)					2,040		2,480		3,190		3,900		3,990		4,780		3,630	
& %)					2.3		2.8		3.6		4.4		4.5		5.4		4.1	
SHARE AUDIENCE %					20		18		19		19		18		21		15	
AVG. AUD. BY 1/4 HR %					2.0	2.6	2.6	3.0	3.6	3.7	4.3	4.6	4.4	4.6	5.3	5.6	4.2	4.0
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	1.7		2.1		2.5		3.3		3.9		4.7		4.8		5.4		5.8	
SHARE AUDIENCE %	24		24		22		22		21		21		19		21		22	
SUPERSTATIONS																		
AVERAGE AUDIENCE	0.7 ^		0.9		0.9		1.2		1.1		1.1		1.0		1.3		1.7	
SHARE AUDIENCE %	10 ^		10		8		8		6		5		4		5		6	
PBS																		
AVERAGE AUDIENCE	0.1 v		0.1 v		0.3 ^		0.5 ^		0.9		1.2		1.0		1.1		1.5	
SHARE AUDIENCE %	1 v		1 v		3 ^		3 ^		5		5		4		4		6	
CABLE ORIG.																		
AVERAGE AUDIENCE	1.4		1.7		2.4		2.8		2.8		3.1		3.7		4.0		4.3	
SHARE AUDIENCE %	20		20		21		18		15		14		15		16		16	
PAY SERVICES																		
AVERAGE AUDIENCE	1.2		1.3		1.4		1.8		2.3		2.3		2.4		2.2		2.1	
SHARE AUDIENCE %	17		15		12		12		12		10		10		9		8	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. AUG. 20, 1988

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	26.9	27.3	27.1	27.1	26.5	27.2	26.4	26.1	25.5	26.3	27.0	27.8	28.5	29.2	29.4	30.4	30.5	30.6
ABC TV	BUGS BUNNY/TWEETY SHOW II		ANIMAL CRACK-UPS		HEALTH SHOW		(1)											
AVERAGE AUDIENCE (Hhlds (000) & %)	4,520		3,190		1,680		1,860											
	5.1		3.6		1.9		2.1											
SHARE AUDIENCE %	19		13		7		8											
AVG. AUD. BY 1/4 HR %	5.2	5.1	3.6	3.6	2.0	1.8	2.1	2.2										
CBS TV	DENNIS THE MENACE		TEEN WOLF		GALAXY HIGH SCHOOL													
AVERAGE AUDIENCE (Hhlds (000) & %)	3,190		3,010		3,010													
	3.6		3.4		3.4													
SHARE AUDIENCE %	13		13		13													
AVG. AUD. BY 1/4 HR %	3.5	3.6	3.4	3.3	3.4	3.4												
NBC TV	NEW ARCHIES		FOOFUR (PAE)		I'M TELLING						(2)	←NBC MAJOR LEAGUE BASEBALL OAKLAND VS BOSTON,HOUSTON VS PITTSBURGH (MULTI SEGMENT)(PAE)→						
AVERAGE AUDIENCE (Hhlds (000) & %)	2,920		2,130		1,680						4,080	6,020						
	3.3		2.4		1.9						4.6	6.8		6.5 *		7.1 *		7.2 *
SHARE AUDIENCE %	12		9		7						17	22		23 *		24 *		24 *
AVG. AUD. BY 1/4 HR %	3.4	3.3	2.3	2.5	1.9	1.9					4.5	5.1	6.3	6.8	7.0	7.2	7.2	7.3
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	6.5		6.7		7.3		6.9		7.2		7.2		7.8		8.1		9.0	
SHARE AUDIENCE %	24		25		27		26		28		26		27		27		29	
SUPERSTATIONS																		
AVERAGE AUDIENCE	1.9		2.0		2.2		1.8		1.6		1.8		2.0		2.4		2.7	
SHARE AUDIENCE %	7		7		8		7		6		7		7		8		9	
PBS																		
AVERAGE AUDIENCE	1.7		1.7		1.1		1.5		1.6		1.5		1.4		1.8		1.6	
SHARE AUDIENCE %	6		6		4		6		6		5		5		6		5	
CABLE ORIG.																		
AVERAGE AUDIENCE	4.0		4.3		4.8		5.5		5.2		5.4		5.4		5.3		5.1	
SHARE AUDIENCE %	15		16		18		21		20		20		19		18		17	
PAY SERVICES																		
AVERAGE AUDIENCE	2.3		2.8		2.8		3.0		3.1		3.1		2.7		2.8		2.7	
SHARE AUDIENCE %	8		10		10		11		12		11		9		9		9	

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC WEEKEND SPECIALS,THE REVENGE OF RED CHIEF,ABC,(1:00-1:30),(R)
(2) NBC MAJOR LEAGUE PRE GAME,(PAE),NBC,(2:00-2:17)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. AUG.20, 1988

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	30.4	31.2	31.7	32.3	32.1	32.9	33.0	33.9	35.0	36.0	36.4	36.8
ABC TV	←ABC WIDE WORLD-SPORTS SAT→										ABC WRLD NEWS TONIGHT-SAT	
AVERAGE AUDIENCE (Hhlds (000) & %)	3,720										4,610	
	4.2	3.5 *		4.0 *		4.8 *		4.7 *			5.2	
SHARE AUDIENCE %	13	11 *		12 *		14 *		13 *			13	
AVG. AUD. BY 1/4 HR %	3.3	3.6	3.9	4.0	4.5	5.1	4.7	4.7			5.2	5.2
CBS TV	←INTERNATIONAL GOLF-SAT→										CBS SAT. NEWS-SCHIEFFER	
AVERAGE AUDIENCE (Hhlds (000) & %)	3,190										4,780	
	3.6	3.0 *		3.6 *		3.9 *		3.7 *			5.4	
SHARE AUDIENCE %	11	10 *		11 *		12 *		11 *			14	
AVG. AUD. BY 1/4 HR %	2.9	3.2	3.5	3.7	4.1	3.6	3.5	3.9			5.3	5.5
NBC TV	←NBC MAJOR LEAGUE BASEBALL→ OAKLAND VS BOSTON,HOUSTON VS PITTSBURGH (MULTI SEGMENT)(PAE)										NBC NIGHTLY NEWS-SAT.	
AVERAGE AUDIENCE (Hhlds (000) & %)											5,400	
		7.0 *		6.6 *		6.5 *		5.1 *			6.1	
SHARE AUDIENCE %		23 *		21 *		20 *		15 *			16	
AVG. AUD. BY 1/4 HR %	7.2	6.9	6.4	6.6	6.5	5.3	5.3	4.9			6.1	6.1
INDEPENDENTS (INCL. SUPERSTATIONS)												
AVERAGE AUDIENCE	9.5		10.1		9.7		10.5		10.2		10.9	
SHARE AUDIENCE %	31		32		30		31		29		30	
SUPERSTATIONS												
AVERAGE AUDIENCE	2.8		3.0		3.1		3.2		3.4		3.5	
SHARE AUDIENCE %	9		9		10		10		10		10	
PBS												
AVERAGE AUDIENCE	1.7		1.8		1.9		2.2		2.2		1.9	
SHARE AUDIENCE %	6		6		6		7		6		5	
CABLE ORIG.												
AVERAGE AUDIENCE	5.4		6.1		5.9		6.1		5.5		5.5	
SHARE AUDIENCE %	18		19		18		18		15		15	
PAY SERVICES												
AVERAGE AUDIENCE	2.7		2.3		2.6		2.8		3.2		2.6	
SHARE AUDIENCE %	9		7		8		8		9		7	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. AUG. 21, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	5.1	5.7	6.4	7.4	9.2	11.4	12.7	14.0	16.3	18.5	20.1	21.5	22.9	23.4	23.4	24.5	25.1	25.3
ABC TV																		
AVERAGE AUDIENCE (Hhlds (000) & %)																		
SHARE AUDIENCE %																		
AVG. AUD. BY 1/4 HR %																		
CBS TV					FOR OUR TIMES (SUS)				←SUNDAY MORNING→						FACE THE NATION			
AVERAGE AUDIENCE (Hhlds (000) & %)									3,460 3.9	3.2 *		3.9 *		4.5 *	2,570 2.9			
SHARE AUDIENCE %									18	18 *		18 *		19 *	11			
AVG. AUD. BY 1/4 HR %									2.8	3.6	3.8	4.1	4.4	4.5	3.0	2.8		
NBC TV					←SUNDAY TODAY→						MEET THE PRESS							
AVERAGE AUDIENCE (Hhlds (000) & %)					1,590 1.8	1.4 *		2.0 *		2.2 *	2,220 2.5							
SHARE AUDIENCE %					12	13 *		14 *		12 *	12							
AVG. AUD. BY 1/4 HR %					1.1	1.6	2.0	2.0	2.3	2.0	2.5	2.5						
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	1.3		1.6		2.7		3.7		4.7		5.9		6.5		7.8		9.3	
SHARE AUDIENCE %	24		23		26		28		27		28		28		33		37	
SUPERSTATIONS																		
AVERAGE AUDIENCE	0.5 ^		0.6 ^		1.0		1.3		1.5		1.8		1.6		1.9		2.6	
SHARE AUDIENCE %	9 ^		9 ^		10		10		9		9		7		8		10	
PBS																		
AVERAGE AUDIENCE	0.1 v		0.2 ^		0.6 ^		0.8		1.0		1.2		1.2		1.2		1.0	
SHARE AUDIENCE %	2 v		3 ^		6 ^		6		6		6		5		5		4	
CABLE ORIG.																		
AVERAGE AUDIENCE	1.1		1.8		2.7		3.2		3.6		4.3		4.7		5.1		4.9	
SHARE AUDIENCE %	20		26		26		24		21		21		20		21		19	
PAY SERVICES																		
AVERAGE AUDIENCE	1.2		1.4		1.4		1.9		2.4		3.1		3.2		3.0		3.3	
SHARE AUDIENCE %	22		20		14		14		14		15		14		13		13	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. AUG.21, 1988

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	25.6	26.8	27.5	27.6	28.3	29.0	29.3	29.9	30.3	30.6	30.3	30.5	30.5	30.5	30.5	31.1	31.9	32.6
ABC TV	←THIS WEEK-DAVID BRINKLEY				→BUSINESS WORLD										COCA-COLA/OLYMPIC TRIALS (3:00-5:00)			
AVERAGE AUDIENCE (Hhlds (000) & %)	3,370				1,150										3,460			
	3.8	3.6 *		4.0 *	1.3										3.9	3.2 *		3.8 *
SHARE AUDIENCE %	13	13 *		14 *	5										12	10 *		12 *
AVG. AUD. BY 1/4 HR %	3.4	3.8	4.0	4.1	1.3	1.3									3.0	3.4	3.7	3.9
CBS TV															INTERNATIONAL GOLF-SUN (3:00-6:00)			
AVERAGE AUDIENCE (Hhlds (000) & %)															3,460			
															3.9	3.0 *		3.4 *
SHARE AUDIENCE %															12	10 *		11 *
AVG. AUD. BY 1/4 HR %															3.2	2.8	3.2	3.6
NBC TV																		
AVERAGE AUDIENCE (Hhlds (000) & %)																		
SHARE AUDIENCE %																		
AVG. AUD. BY 1/4 HR %																		
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	9.3		9.9		10.7		11.3		10.1		9.8		10.2		11.2		11.4	
SHARE AUDIENCE %	35		36		37		38		33		32		33		36		35	
SUPERSTATIONS																		
AVERAGE AUDIENCE	2.6		3.6		3.9		4.0		3.0		2.8		2.9		3.2		3.0	
SHARE AUDIENCE %	10		13		14		14		10		9		10		10		9	
PBS																		
AVERAGE AUDIENCE	1.1		1.2		1.5		1.1		1.2		1.4		1.3		1.5		1.5	
SHARE AUDIENCE %	4		4		5		4		4		5		4		5		5	
CABLE ORIG.																		
AVERAGE AUDIENCE	4.7		5.7		6.4		6.6		6.1		6.3		5.8		5.8		5.9	
SHARE AUDIENCE %	18		21		22		22		20		21		19		19		18	
PAY SERVICES																		
AVERAGE AUDIENCE	3.7		3.1		2.6		2.8		3.5		3.7		3.3		2.8		3.1	
SHARE AUDIENCE %	14		11		9		9		11		12		11		9		10	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. AUG.21, 1988

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	32.6	33.0	33.0	33.4	33.7	34.0	35.1	35.7	37.2	38.6	39.9	40.9

ABC TV

	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
Program	COCA-COLA/OLYMPIC TRIALS (3:00-5:00)				INTERNATIONAL RACE CHAMPS						ABC WRLD NEWS TONIGHT-SUN	
AVERAGE AUDIENCE (Hhlds (000) & %)					3,010						4,960	
		3.8 *		4.6 *	3.4	3.3 *		3.4 *			5.6	
SHARE AUDIENCE %		12 *		14 *	10	10 *		9 *			13	
AVG. AUD. BY 1/4 HR %	3.9	3.8	4.3	5.0	3.4	3.2	3.3	3.5			5.6	5.6

CBS TV

	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
Program	INTERNATIONAL GOLF-SUN (3:00-6:00)								CBS EVENING NEWS-SUNDAY			
AVERAGE AUDIENCE (Hhlds (000) & %)									5,320			
		4.1 *		4.3 *		4.2 *		4.4 *	6.0			
SHARE AUDIENCE %		13 *		13 *		12 *		12 *	15			
AVG. AUD. BY 1/4 HR %	4.0	4.2	4.2	4.3	4.3	4.2	4.4	4.4	5.7	6.4		

NBC TV

	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
Program	SPORTSWORLD										NBC NIGHTLY NEWS-SUN	
AVERAGE AUDIENCE (Hhlds (000) & %)	3,010										5,140	
	3.4	3.0 *		3.2 *		3.5 *		3.8 *			5.8	
SHARE AUDIENCE %	10	9 *		10 *		10 *		11 *			14	
AVG. AUD. BY 1/4 HR %	3.0	3.1	3.1	3.2	3.6	3.5	3.8	3.9			5.8	5.7

	4:00	4:30	5:00	5:30	6:00	6:30
INDEPENDENTS (INCL. SUPERSTATIONS)						
AVERAGE AUDIENCE	11.5	11.4	11.4	12.2	11.4	11.7
SHARE AUDIENCE %	35	34	34	34	30	29
SUPERSTATIONS						
AVERAGE AUDIENCE	3.1	3.1	2.6	2.7	2.7	2.6
SHARE AUDIENCE %	9	9	8	8	7	6
PBS						
AVERAGE AUDIENCE	1.8	2.0	2.1	2.2	1.4	1.5
SHARE AUDIENCE %	5	6	6	6	4	4
CABLE ORIG.						
AVERAGE AUDIENCE	6.1	5.6	5.9	5.7	5.2	5.4
SHARE AUDIENCE %	19	17	17	16	14	13
PAY SERVICES						
AVERAGE AUDIENCE	3.7	4.2	4.4	4.6	4.6	4.5
SHARE AUDIENCE %	11	13	13	13	12	11

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8.

SPECIAL REPORT: HOUSEHOLDS WITH CHILDREN
FOR CHILDRENS PROGRAMS

SATURDAY, AUGUST 20, 1988

PROGRAM NAME START TIME	DURATION	NET	HOUSEHOLDS WITH ANY CHILD: UNDER 18 AA%	(0,000)	UNDER 12 AA%	(0,000)	UNDER 6 AA%	(0,000)
ABC WEEKEND SPECIALS(R)								
1.00PM	30	ABC	2.9	97	3.1	76	3.1	49
ALF-SAT MORN								
10.00AM	30	NBC	8.9	303	9.7	242	9.4	150
ALL NEW POUND PUPPIES								
8.30AM	30	ABC	4.1	139	5.2	130	5.7	91
ALVIN AND THE CHIPMUNKS								
10.30AM	30	NBC	11.0	371	11.8	295	11.3	180
ANIMAL CRACK-UPS								
12.00NN	30	ABC	5.6	189	5.7	143	5.3	84
BUGS BUNNY/TWEETY SHOW I								
11.00AM	30	ABC	9.1	308	10.3	256	11.0	175
BUGS BUNNY/TWEETY SHOW II								
11.30AM	30	ABC	9.0	306	9.9	248	10.7	170
DENNIS THE MENACE								
11.30AM	30	CBS	7.4	249	8.6	214	7.7	122
FLINTSTONE KIDS								
9.30AM	30	ABC	7.1	242	8.8	219	8.8	140
FOOFUR								
12.00NN	30	NBC	5.0	169	5.9	147	6.3	101
FRAGGLE ROCK								
11.00AM	30	NBC	8.3	279	9.8	243	9.4	149
GALAXY HIGH SCHOOL								
12.30PM	30	CBS	6.9	234	8.1	201	6.9	110
GUMMI BEARS								
8.00AM	30	NBC	4.4	147	5.4	135	5.4	86
HELLO KITTY								
8.00AM	30	CBS	3.3	111	4.0	100	3.7	60
I'M TELLING								
12.30PM	30	NBC	3.7	124	4.3	106	4.4	70
LITTLE WIZARDS								
8.00AM	30	ABC	2.5	85	2.9	72	3.5	55
MIGHTY MOUSE								
10.30AM	30	CBS	7.4	252	9.5	238	10.2	162
MUPPET BABIES I								
8.30AM	30	CBS	5.6	190	7.0	174	6.3	101
MUPPET BABIES II								
9.00AM	30	CBS	7.6	258	9.5	236	8.7	138
MUPPET BABIES III								
9.30AM	30	CBS	9.1	309	11.7	291	11.4	181
MY PET MONSTER								
9.00AM	30	ABC	5.7	191	7.3	181	7.4	118

SPECIAL REPORT: HOUSEHOLDS WITH CHILDREN
FOR CHILDRENS PROGRAMS

SATURDAY, AUGUST 20, 1988

PROGRAM NAME START TIME	DURATION	NET	HOUSEHOLDS WITH ANY CHILD: UNDER 18 AA%	(0,000)	UNDER 12 AA%	(0,000)	UNDER 6 AA%	(0,000)
NEW ARCHIES 11.30AM	30	NBC	6.5	219	7.5	188	7.2	115
PEE WEE'S PLAYHOUSE 10.00AM	30	CBS	11.1	374	13.8	345	14.6	233
POPEYE & SON 11.00AM	30	CBS	8.2	277	9.8	244	10.5	167
REAL GHOSTBUSTERS I 10.00AM	30	ABC	8.4	285	9.9	247	10.0	160
REAL GHOSTBUSTERS II 10.30AM	30	ABC	9.2	311	10.7	266	11.1	177
SMURFS I 8.30AM	30	NBC	5.1	173	6.1	153	6.6	105
SMURFS II 9.00AM	30	NBC	6.5	221	7.5	186	7.9	125
SMURFS III 9.30AM	30	NBC	8.5	286	9.2	229	9.7	154
TEEN WOLF 12.00NN	30	CBS	6.8	230	8.5	211	7.2	115
			UE: 33810		UE: 24940		UE:15920	
			INTAB: 1333		INTAB:989		INTAB:623	

EXPLANATION OF SYMBOLS APPEARING ON THESE PAGES:

IFR - BELOW MINIMUM INTAB STANDARDS
<< - BELOW MINIMUM RATING STANDARDS
LT - BELOW MINIMUM PROJECTION STANDARDS